

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

*and The Flavor Field*

77th YEAR

MAY 1954

**C. E. BICKFORD & CO.**

COFFEE BROKERS  
AND AGENTS

NEW YORK  
88 Front Street

NEW ORLEANS  
427 Gravier St.

*Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"?  
It's delightfully illustrated, and yours for the asking.*



*Careful cultivation . . . Constant experimentation . . .*

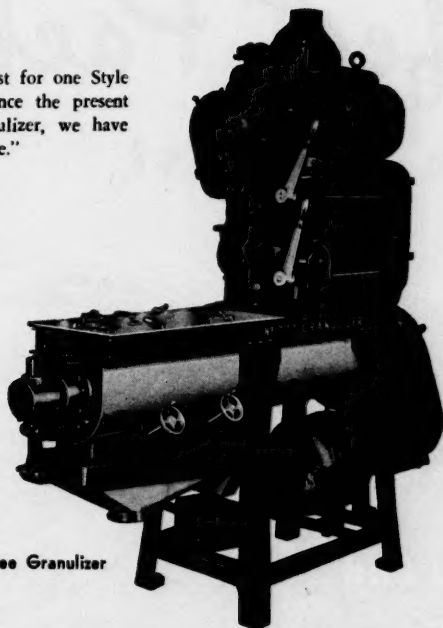
*Assure perfect quality the year 'round*

**NATIONAL FEDERATION  
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau  
120 WALL STREET • NEW YORK 5, N. Y.

**A GRANULIZER USER WRITES:**

"Will you kindly send us the cost for one Style D Exchange Grinding Head. Since the present head was installed on our Granulizer, we have ground 1,300,000 pounds of coffee."



No. 777 Gump Coffee Granulizer

## Granulizer Users Find It Easy —and Profitable— to Produce Uniform Grinds Year After Year

Users find it's no problem, with a Gump Coffee Granulizer, to produce the flavorful, clean-cut, *consistently uniform* grinds that help sell coffee. The famous L&Page Patent Corrugations of the Granulizer cut the coffee beans sharp and clean. Special fine grind corrugations in the *Fine Grind Section* produce the cool, uniform, fine but sharp grinds for vacuum brewing methods. The positive grind control of the Gump Coffee Granulizer makes it easy to reproduce exactly the grind previously shipped to a customer.

Added to these Granulizer advantages are the economy, convenience and *assurance* of the ex-

clusive Gump Exchange Head Plan. A Granulizer Exchange Head, reconditioned in the same factory where it was originally built, is guaranteed to produce the same clean-cut and uniform grinds as the Granulizer did when new. This popular Plan keeps Granulizers up to date and grinding rolls sharp and efficient through years of the hardest usage.

You, like the majority of coffee roasters, will find it easy and profitable to produce consistently uniform, sales-building grinds *year after year* on a Gump Coffee Granulizer. Write today for details on the model best suited to YOUR specific requirements.

## GUMP EXCHANGE HEAD PLAN



**Costs Less than 3/100  
of 1 Cent per Pound!**

Actual figures prove that the cost of keeping grinds on formula is very small with Gump Coffee Granulizers. One No. 66 Granulizer user had ground 1,250,000 pounds of coffee and was still getting uniform, clean-cut grinds. Such consistent Granulizer performance is typical of the many now in use where clean coffee is processed under normal grinding conditions. When rolls do become worn, the exclusive Gump Exchange Head Plan restores Granulizers to top grinding efficiency at surprisingly low cost. All worn parts are completely reconditioned. Loss of production time is reduced to a minimum. Investment in spare grinding units is eliminated. And customer experience indicates the cost is as low as 3/100 of one cent per pound on the No. 66 model—even less on the larger models.



**B. F. GUMP Co.** 1312 S. Cicero Avenue, Chicago 50, Illinois

Engineers and Manufacturers Since 1872

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS  
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS  
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS

MAY, 1954



# the Perfect Package

**For a Fine Product**

CONVULUTELY-WOUND

**R·C·**

**Metal End  
FIBRE  
CANS**

## A STRONGER PACKAGE

Wilt and sag proof! This convolutely-wound fibre container makes a stronger package with built-in durability to resist wet hands in the kitchen and bathroom—right down to the last sift!

## A NEATER PACKAGE

Your label has its best appearance on an R. C. convolutely-wound can because it is applied dry, without gum. The adhesive is on the body of the fibre can. No moisture will affect its appearance, giving the product top shelf appeal.

**4 Factories to Serve You**



**R·C· CAN COMPANY**

MAIN OFFICE and Factory 9430 Page Blvd., St. Louis 14, Mo.

Branch Factories: Arlington, Tex.; Rittman, O.; Turner, Kans.

SALES OFFICES: C. E. DOBSON, 1003 Carondelet Bldg., New Orleans 12, La. • R. C. CAN CO., 225 West 34th St., New York, N. Y. • L. C. MORRIS CO., P. O. Box 3218, Station F, 1154 Dalon Dr., N.E., Atlanta 6, Ga. • S. W. SCOTT, 608 McCall Bldg., Memphis 3, Tenn. • E. F. DELINE CO., 224 W. Alameda, Denver 9, Colo. • W. L. BENNETT, 129 S. Third St., Minneapolis 1, Minn. • CAN SUPPLY CO., 1006 W. Washington Blvd., Los Angeles, Calif.

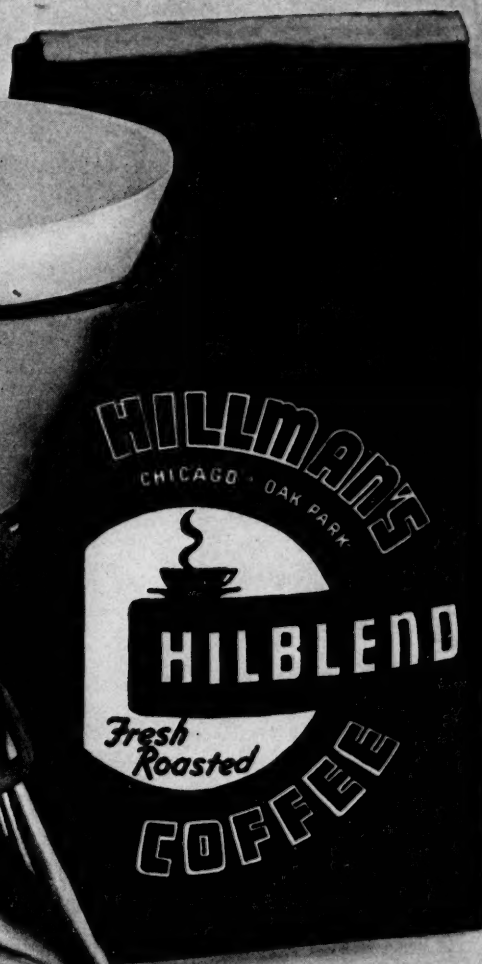




A business  
can be built  
on a good cup  
of coffee.

An effective  
package  
is a short-cut  
between coffee  
and customer.

Hillman's,  
Chicago, Illinois,  
is among the  
noted chains  
for whom  
Union manufactures  
successful  
coffee bags.



**UNION BAG**

**& PAPER CORPORATION**

DESIGNER AND MANUFACTURER OF OUTSTANDING COFFEE BAGS

NEW YORK: WOOLWORTH  
CHICAGO: OAKS NEWS BUILDING

**NOW  
MORE THAN EVER  
IS THE TIME TO  
SAVE  
WITH  
PORTUGUESE  
COFFEES**

**THEY WILL  
BE YOUR FRIENDS**

**JUNTA DE EXPORTAÇÃO**

**NEW OFFICE: RUA AUGUSTA 27, LISBON, PORTUGAL**  
**BRANCHES: CABO VERDE • S. TOMÉ • ANGOLA**

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, May 1954, Vol. 77 No. 5. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

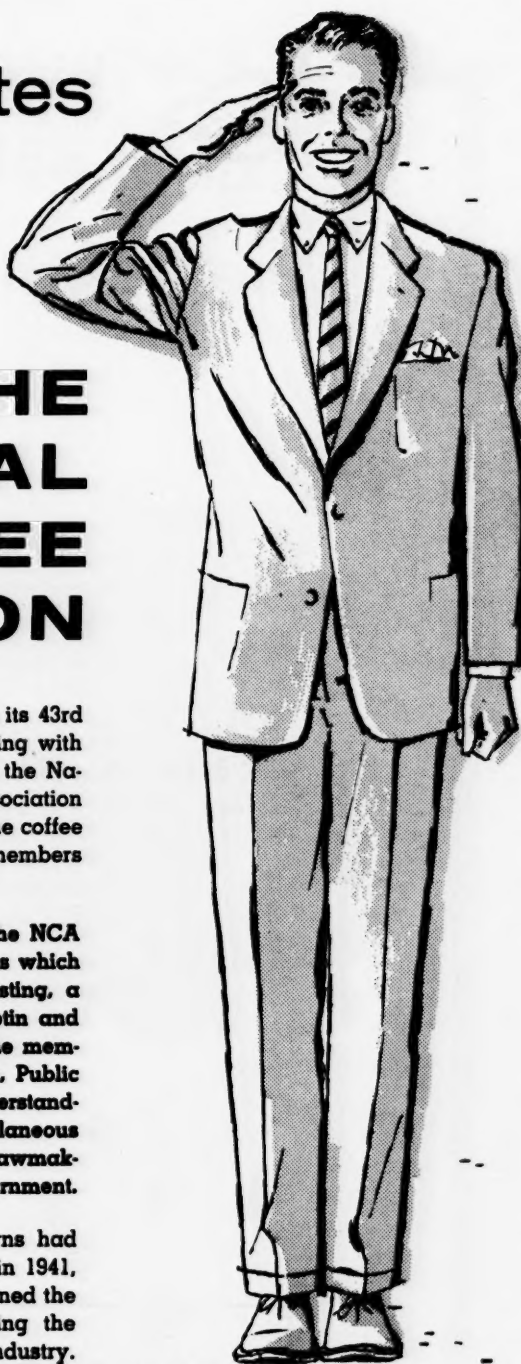
jabez burns salutes

## THE NATIONAL COFFEE ASSOCIATION

This month, the National Coffee Association completes its 43rd year of serving the coffee industry and allied trades. Starting with only 15 companies in the Missouri Valley area in 1911 as the National Coffee Roasters and Pure Food Association, the Association has grown until today its roster includes 288 companies in the coffee industry and 74 members from allied industries. There are members in 32 of the 48 states and in Canada.

One of the country's outstanding trade organizations, the NCA provides its members with Statistical and Research Programs which include a continuing cost-of-operations study of coffee roasting, a Publications Service which includes a regular weekly bulletin and an annual membership roster, a Schedule of Meetings of the membership with emphasis on the industry's annual convention, Public Relations activity which at all times seeks to enlist public understanding of the industry and its problems, and many other miscellaneous services, including work with federal, state, county and city lawmaking bodies and the coffee inspection service of the U. S. Government.

In 1911, when the Association was formed, Jabez Burns had already been serving the coffee industry for 47 years and in 1941, when membership was made available to it, Jabez Burns joined the Association. Jabez Burns takes this opportunity of saluting the National Coffee Association—a great organization in a great industry.



**JABEZ BURNS & SONS, INC.**

11th Avenue at 43rd Street • New York 36, N. Y.

DESIGNERS AND MANUFACTURERS OF FOOD PROCESSING EQUIPMENT

*Engineers*





*Fine Colombian Coffees*

**LEONIDAS LARA & SONS INC.**

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: Dlgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

# **WHY** do Consumers drink **more Brazilian Coffee than all other kinds put together?**

United States consumers have a free choice of buying any coffee grown anywhere on earth. Still, they buy more Brazils than all other kinds put together. Obviously, from the point of view of the American consumer, there is no substitute for these Brazils.

There is no substitute because only Brazil produces the matchless variety and the excellent quality which meet the American demand.

And nowadays without question, housewives are shopping for coffee with extraordinary care. They are more than ever attentive to the flavor, body, aroma and quality of the coffee they buy. It would be risky for any blend or brand made with the traditional Brazils to alter its formula with substitutes.

## **There is another fact to consider**

The coffee bought from Brazil by the United States and the goods bought from the United States by Brazil amount together to trade of over a billion dollars a year — sometimes much more! This great exchange helps maintain inter-American harmony and friendship. Here is commerce in which we of Brazil, as well as all coffee men, may justifiably take pride.

## **THE BRAZILIAN COFFEE INSTITUTE**

**120 WALL ST., NEW YORK 5, N. Y.**



**BRAZILS ARE PREFERRED**



**there are  
strings attached**

to every Continental  
coffee can order

Our interest in our customers goes far beyond delivering a dependable supply of beautifully lithographed cans that are right for your packing methods. With every order we make available a host of worthwhile services. Our coffee-packaging specialists tailor these services to *your* individual needs. Why not let us see what we can do for you. It'll be a pleasure!



**CONTINENTAL © CAN COMPANY**

Eastern Division: 100 E. 42nd St., New York 17

Central Division: 135 So. La Salle St., Chicago 3

Pacific Division: Russ Building, San Francisco 4

COFFEE & TEA INDUSTRIES and The Flavor Field



## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 8—AUTOMATIC ROASTER CONTROLS

A bulletin on automatic controls for roasters has been issued by Jabez Burns & Sons, Inc. The bulletin explains how Burns has developed automatic controls for virtually every major phase of coffee processing, covering all roaster models and adapted to every roasting method. Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 36, N. Y.

### 9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

### 10—SUPERFINE PULVERIZER

The principle of pulverizing by air attrition and impact, with simultaneous classification and recycle in a single machine, is described in a new four-page illustrated catalog issued by the Schutz-O'Neill Co., 311 Portland Avenue, Minneapolis 15, Minn.

### 11—FLAVOR MATERIALS

This 36-page pocket-size catalog lists prices and gives details on a long list of essential oils, aromatic chemicals and certified colors. Virtually all the raw materials that go into the making of flavor extracts are included. Dodge & Olcott, Inc., 180 Varick St., New York 14, N. Y.

### 12—FILLING AND PACKAGING MACHINERY

For Silex ground and for pulverized coffee, also for whole bean and steel cut coffee. Filling machines, carton filling and sealing machines, bag and envelope fillers and sealers, Cellophane and pliofilm packaging machines. Special bulletins for each type of equipment. Stokes and Smith Co., Department S, Frankford, Philadelphia 24, Pa.

### 13—COFFEE, TEA, TEA BALLS PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossotti Lithographing Co., Inc., North Bergen, N. J.

### 14—RESTAURANT COFFEE SERVICE

Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

**SPICE MILL PUBLISHING CO.**  
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:  
8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐

Firm Name .....

Street Address .....

City and State .....

Signature..... Title.....

MAY, 1954

Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

77th Year

MAY 1954

Vol. 77, No. 5

Senate coffee probe ..... 10	Vanilla resin and vanilla color ..... 53
Will lay rise to law of supply and demand	More by a flavor chemist on a very timely subject
Instants for restaurants ..... 11	<b>ASTA Convention</b>
Maxwell House uncorks big national campaign	Building spice markets ..... 53
Research firm's coffee break ..... 13	Keynote article for ASTA's 1954 convention at Lake Placid
Snell develops own answer to a.m. pause	ASTA's public relations program ..... 57
Survey shows vacuum sales down ..... 16	Spices as they look today ..... 58
Central coffee research exchange voted by Pan-American Coffee Bureau ..... 19	The market for spices in the Mexican food field ..... 62
India to market more coffee ..... 21	Trends in herbs ..... 64
100th year for Detroit roasters ..... 24	What's happening in pepper? ..... 66
Tea Council's 1954 iced tea drive .... 41	Caraway and poppy seed ..... 68
Campaign starts all year round t. v. spot program	CSA's president speaks ..... 69
A glossary of tea terms ..... 42	Short crop in Grenada nutmegs ..... 70
Part 2 of a dictionary of trade terminology	Paprika—ancient and versatile spice 71
No easing in tea prices ..... 44	Cloves from Pemba ..... 73
Not before September says Calcutta observer	<b>Departments</b>
Launch research program to develop brewing equipment for restaurants 45	Trade roast—cartoon ..... 16
Tea cartons take the lead ..... 46	Crops and countries ..... 22
Iced tea servers marketed ..... 47	Marketing ..... 27
What's coming in packaging? ..... 51	Solubles ..... 29
You can't afford not to read this article	Ship sailings ..... 31
	Coffee movements, outlook ..... 38
	Editorials ..... 39
	Tea movements ..... 48
	News from key cities ..... 75-79

Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, E. Patterson. Representatives: Chicago — Joseph Esler, 6241 No. Oakley Ave.; New Orleans — W. McKennon, 627 Dumaine St.; San Francisco — Mark M. Hall, 461 Market St.; Mexico City — Douglas Grahame, Apartado 269; Rio de Janeiro — A. Sampaio Filho, Rua Quitando 191; Santos — Tullio Catunda, Praça Maua, 29-s/217.

Subscription: \$4.00 per year, U. S. A.; \$4.50, Canada; \$5.00, Foreign. Published monthly. Copyright 1954 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y.



77th Year

T. M. Reg.

**Pioneer Publication in Coffee, Tea, Spice, Flavor**

# Senate coffee probers "ready to admit"

## law of supply and demand caused rise

The law of supply and demand is the key factor in the coffee price rise.

That will be the conclusion of the Senate committee investigating coffee prices, members of that body have indicated.

Spokesman for major roasters told the investigators there had been a drop in coffee consumption in February, compared to the same month last year.

The National Coffee Association explained to the committee a three-point program for increasing coffee production to help "normalize" future coffee prices.

Senator J. Glenn Beall, who heads the Senate Banking and Currency Subcommittee probing coffee prices, was reported in *Supermarket News* as indicating that the probers were "virtually ready to admit that the law of supply and demand is the key factor and Congress can do nothing about that law."

Senator J. Allen Frear told an INS reporter that he will be "a little bit surprised" if the investigation turns up evidence of illegal operations by the industry.

He added he was convinced by testimony up to that point that "there doesn't appear to be anything" the Senate subcommittee can do as a result of its study of the situation.

Senator Beall cautioned, however, that the committee's conclusions obviously could not be anticipated until the hearings and the study were completed.

The report said the committee's only recommendation would probably be "to assign more personnel to U. S. embassies in producing countries to get accurate, up-to-date data on coffee production, supplies and prices, and to render whatever technical assistance they can to the coffee-growing industry."

At one of the subcommittee's final hearings, leading roasters said coffee packers, wholesalers and retailers were delaying price increases as much as possible, rather than keeping up with replacement costs.

John K. Evans, general manager of the Maxwell House Coffee Division of the General Foods Corp., told the Senate group that a survey taken in February showed coffee consumption was down 12 per cent as compared with the same month of 1953.

Mr. Evans explained that General Foods had temporarily discarded the practice of setting prices on the basis of replacement costs.

"We decided that under these abnormal circumstances, with green coffee costs advancing so rapidly, we should temporarily abandon the current replacement cost price policy," he said. "What we have done is to advance our price only after giving substantial effect to the lower ownership cost of our inventory."

In recent months, Mr. Evans added, Maxwell House wholesale prices had been as much as five to 14 cents a pound lower than would have been the case if the normal pricing policy had been followed.



Senator Beall (left) and NCA executive v. p. John F. McKiernan after McKiernan's testimony before the subcommittee.

"This involves considerable risk on our part," he told the Senators, "but the company was willing to accept the risks because its main objective is to build good will and to maintain the highest possible volume at a modest unit profit."

The General Foods executive produced a chart showing that the company's inventory position on coffee has not varied materially from last year.

In January, 1953, the company had a supply of 11.7 weeks, in February the same and in March 12 weeks, against 11.2, 13.7 and 15.9 a year ago.

"This shows that our stocks have remained relatively constant," Mr. Evans said, and that "we have refrained from unnecessary inventory accumulation and have avoided unnecessary purchases which might have stimulated the sensitive coffee market."

T. Carroll Wilson, vice president of Hills Brothers Coffee, Inc., San Francisco, said the retail grocer "hasn't been taking advantage of the consumer," and that his own company actually was "many cents per pound behind" the cost of replenishing its own stocks.

James A. McMillan, manager of the Kroger Co.'s importing office, told the subcommittee his firm's prices were lagging about 22 cents a pound behind the wholesale figures.

Francis M. Kurtz, director of A & P subsidiaries, testified that the nation-wide chain store has delayed advances in the retail price of coffee as long as possible.

"As a matter of fact," Mr. Kurtz said, "present retails are lagging about 25 cents per pound behind the green market, and obviously, if present green prices are maintained, we shall have to make further substantial advances at the retail level. Only lower prices for green coffee can bring lower prices at retail."

Mr. Kurtz pointed out that A & P buys its coffee supplies through a wholly owned subsidiary in Brazil and Colombia,

(Continued on page 37)

# Now . . . it's instants for restaurants; Maxwell House uncorks national promotion

A coffee development which cast its shadow well before has now become a reality. One of the largest companies in the industry—the Maxwell House Division of the General Foods Corp.—is promoting soluble coffee for the restaurant market.

This step has been in the cards ever since instant coffee took its enormous postwar rise.

The Maxwell House effort is not news because the idea is new. Efforts to do the same thing have been cropping up in recent years. One automatic vending machine manufacturer developed a counter-top dispenser, using solubles, for restaurants. Several instant coffee makers are known to have been working on similar projects for more than a year. The wraps are expected to come off those projects more quickly now.

What makes the Maxwell House move news is the promotion and merchandising weight behind it.

Maxwell House seems to be launching a major effort to sell the public feeding industry in this country on shifting to its solubles for coffee—even against the competition of its own regular coffee.

The campaign is likely to make a dent. The story is a good one.

The Maxwell House selling staff, which can crackle with enthusiasm when it gets a promotion like this one, has been test-marketing its new Instant Maxwell House Coffee hotel and restaurant packs in the field. The testing has been extensive and the response, company officials indicate, very good indeed.

The big push begins this month. The National Restaurant Association convention and exposition at Chicago's Navy Pier is the springboard.

Before the year is up, the coffee industry will know more clearly how the shape of its hotel and restaurant market is being altered by instants.

The heart of the General Foods sales "pitch" is the claim that the new Instant Maxwell House Coffee hotel and restaurant packs cut coffee costs ten per cent per "pound-equivalent," and reduce labor costs up to 75 per cent.

The "pound-equivalent" idea is the basis for the size of instant coffee packs.

The urn-size pack contains 4.5 ounces, net weight, of instant coffee. It makes a full two and a half gallons of coffee beverage.

The glassmaker pack contains .79 ounces, net weight, and makes a full lower bowl of 58 ounces of beverage, or 12 cups.

The ten per cent saving in costs, per "pound-equivalent," comes about because with the instant coffee there is no shrinkage and no loss of water in the grounds, Maxwell House emphasizes.

The company doesn't under-estimate its new idea. Lin Brown, national sales manager of the Maxwell House Hotel and Restaurant Coffee and Tea Division, calls it a revolutionary step in the public feeding field.

The marketing phase follows the development of the two pre-measured packs. The packs are aluminum foil, lined with polyethylene, designed to eliminate coffee "staling" problems by keeping the product fresh and moisture-proof indefinitely.

In addition, reduction of package bulk makes storage easier and saves important space, Maxwell House says.

"Most important, too," Mr. Brown declares, "is the fact that present equipment, whether urn or glassmaker, can be used with the new Instant Maxwell House Coffee packs. By following standard, recommended brewing procedures, customers will receive flavor, cup strength and quality equal to ground coffee.

"In addition, this new Instant Maxwell House Coffee will reduce vital labor costs up to 75 per cent, a factor which cannot be under-estimated in today's market."

It is also pointed out that Instant Maxwell House Coffee can be brewed any place that has hot water. The actual brewing time for a full two and a half gallon urn of Instant Maxwell House Coffee is under three minutes as compared to 12 minutes for regular ground coffee. These figures, say company officials, speak for themselves in illustrating the saving in time alone.

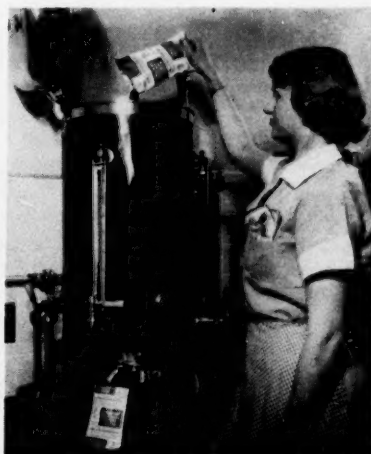
Another advantage stressed by Maxwell House is that it is not necessary to train a special worker to make this coffee. "Anyone at all, even if untrained, can, by following simple instructions, brew a perfect batch of Instant Maxwell House Coffee," it is stated. "In addition, this product assures uniform cup quality, batch after batch."

Maxwell House lists other factors contributing to savings in time and labor costs.

There are no urn bags or filter cloths to contend with, no problems concerning the disposal of messy grounds.

For glassmaker brewing, all that is necessary is the lower bowl.

(Continued on page 28)



A waitress making a two-and-a-half gallon urn of coffee with the new Maxwell House "pound equivalent" pack of instant coffee. On the counter is the glassmaker pack of instant coffee for hotel and restaurants.



# *Killing the Goose That Lays The Golden Coffee Eggs*

Notwithstanding the complications of the present coffee supply situation, we believe that nothing is more dangerous to the coffee roaster's future than to reduce quality.

It is our hope that all roasters will maintain the quality of their blends, to the best of their ability, during this critical period, otherwise, the use of competing beverages will be encouraged and the individual roaster will suffer perhaps irreparable loss in terms of good will, prestige and declining sales. In truth, he will be "killing the goose."

*"Coffee Costs so little . . . .*

*. . . . and gives so much"*

**Ruffner, McDowell & Burch, Inc.**

**NEW YORK: 98 Front Street**

**CHICAGO: 408 W. Grand Ave.**

**SAN FRANCISCO: 214 Front Street**

**NEW ORLEANS: 419 Gravier St.**



Here's the coffee break in action at Foster D. Snell, Inc., chemists and consulting engineers. It's an a.m. break.

## research firm solves own coffee break

By ED HAUCK

Foster D. Snell, Inc., is a New York firm of consulting chemists and engineers which has the know-how to make a technical approach to the problem of preparing a good cup of coffee during the office coffee break.

Since these men and women make their living by improving and testing hundreds of different products turned out by a wide range of manufacturers, it's not strange that their quest for perfection extends to the brewing of coffee served daily to all Snell employees.

In the seven years since the firm established its own coffee break system, a number of brewing methods have been suggested by the "beaker and test tube" people in the interests of better coffee. Suggestions about proportions of water to coffee, length of brewing time, proper heat and others have been tried.

With 110 employees, the company could have arranged to have its morning coffee sent in from an outside source. But, because it can arrange the facilities, and in order to assure the uniform, high quality it demands, it purchased equipment to brew its own. Total investment amounts to an urn, coffee, cream and sugar, and paper cups.

Whether the present brewing formula is the perfect one is moot, since the large percentage of coffee drinkers among the employees has varied tastes and new suggestions probably will be forthcoming. But to at least one company official, Richard L. Moore, assistant treasurer, Snell has always served "better coffee than I've had in most commercial places."

Although the brewing formula may never become standardized at Snell, the coffee break itself will remain standard practice, according to Mr. Moore.

"It's a tradition here," declares Mr. Moore. "Serving coffee is an important and integral part of our morning routine."

Mr. Moore traces the origin of the coffee break at Snell to the desire of several top officials for fresh mid-morning

coffee. He explains that when the firm moved to its present site, 29 West 15th Street, in 1946, company officials found they couldn't afford the time to leave the office and walk a block or two to a restaurant or lunch counter for the accustomed "second cup."

"They got together and decided that coffee should be prepared on the premises and served to all employees who wanted it," says Mr. Moore. "They felt that this procedure added an air of friendliness to the break since all people on the same floor would be served at the same time. In addition, it proved much more efficient than having two or three persons leaving the office in small groups for 10 to 20 minutes all through the morning."

The practice started on a modest scale, a few pots of coffee, individually brewed, sufficing for the staff. But as the firm expanded, the daily volume of coffee increased and it was necessary for Snell to buy a standard restaurant coffee urn. The urn is located on the top floor of the ten-story building.

"We need this size urn," explains Mr. Moore, "because we serve about 200 cups of coffee every day. In terms of expense, the coffee break costs us about \$2,000 a year. In terms of morale, the value of the coffee break can't be measured with a dollar sign."

Mr. Moore adds that the coffee break is planned on a sound business basis: coffee, cream, sugar, and paper cups are obtained at regular periods by central purchasing. He also points out that the large urn was purchased in the interests of economy since it cut down waste and duplication. Use of paper cups is another way of effecting economy and handling the sanitation problem.

"Paper cups mean no breakage and therefore, no replacement costs, and they're easy to dispose of, which means no washing, saving the expense of having a main-

(Continued on page 37)

# trends in African coffees

*With the current tight supply-demand situation in coffee, new sources of supply come in for close scrutiny. The prime area for more coffee, outside Central and South America, is Africa.*

*What is the coffee situation in Africa? How does it look for more production?*

*Here are some answers, in the second and final installment of excerpts from the timely annual review of African coffees issued by Edm. Schuller & Co., Ltd., London.*

In the Belgian Congo, production of *Robustas* has declined since 1950 by some 25,000 bags, and in 1952 about 268,000 bags were exported.

Recently the method of classification of these coffees was remodeled and machinery has been introduced to insure careful grading. New plantations are coming into production and active measures are being taken to combat insect damage.

Ruanda Urundi has the largest native-produced *Arabica* crop in Africa, and nurseries are active. Reduction from 230,000 to 180,000 bags between 1951 and 1952 is ascribed chiefly to the age of the trees—first planted in 1930—and abnormally dry weather in early 1952. Estimates for the present season are about the same as last year; and though the potential here is said to be much higher, we doubt that the 1954-55 crop will be as large as the current one.

Some 50,000 bags fine, high grown, acidic *Arabicas* are produced annually in the Kivu area. These coffees enjoy a well-deserved popularity everywhere.

In Angola, the 1952-53 crop turned out to be only some 800,000 bags (of 60 kilos) as against earlier estimates of nearly a million bags. Nevertheless, coffee continues to be the principal export from Angola, accounting for 41 per cent of all exports. Production in 1952 was 867,000 bags, being 15.68 per cent of all Africa.

The three biggest importers of Angola coffees in order of importance were U.S.A., Portugal and Holland.

Owing to adverse weather conditions during the ripening period, a large quantity of Ambriz, Encoge and Cazengo production had to be classified below first quality. A smaller crop for the Novo Redondo and Amboim districts is forecast for the 1953-54 season, owing to lack of rain.

Generally, however, the tendency is for production to increase, not only in the creation of new plantations but by better use of those already in existence, and it is hoped that by 1956 or 1957 the crop will exceed a million bags.

The climate in much of Angola is ideally suited to the growing of coffee, and planters have been swift to take advantage of the advice and experience of research experts and experimental stations. In addition great care is taken in the preparation of the coffee. In the ports of Luanda, Ambriz and Ambrizette, the Junta de Exportacao do Cafe has installed its own reconditioning stations to insure regular standard types, the station at Luanda having the most modern machinery.

In Novo Redondo and Amboim, similar stations will operate at the beginning of the next crop. The plantations in these two districts already have modern machinery and great care is given to selection and processing.

Exports from Timor amounted to 22,873 bags in 1952. Growing areas have been increased which should be reflected in higher production in the coming years.

The French coffee-producing possessions in Africa enjoyed favorable crops, with the exception of the Ivory Coast. There the crop was very much less than the preceding year, with a reduction of about 200,000 bags in 1952-53, and this shortfall was most noticeably felt in France, traditional market for these *Robusta* coffees.

Estimates for the coming Ivory Coast crop, however, are as high as 1,200,000 to 1,285,000 bags, which may mean fair quantities becoming available for export outside the French Union. A considerable effort has been made to plant new trees (27,000,000 plants were distributed in 1952). An annual crop of 1,700,000 bags is aimed at when the new plantations come into production, and steps are being taken to improve the quality of the crop.

No appreciable increase is forecast in the other French territories, and in Madagascar production is expected to remain within the range of 680,000 to 730,000 bags for some years to come. Favorable weather accounted for Madagascar imports in 1952 being higher than the previous year. Severe drought in the district of Antalaha during the early part of 1953 is likely to reduce crops there considerably in the coming season.

A four-year plan for Madagascar and the Comores Islands includes the planting of 1,500,000 coffee trees.

French Guinea production in 1952-53 was 115,000 bags, but only 100,000 are expected in this year's season. The crop in Togoland is expected to increase to 55,000 bags in 1953-54—10,000 bags more than last year.

Estimates of the 1952-53 crop in Ethiopia are 1,275,000 bags, and of 1953 exports, 544,000 bags. This enormous difference between production and exports is ascribed by Ethiopian government sources to internal consumption. According to a recent survey, average consumption per capita

*(Continued on page 37)*



Dr. Pierre Sylvain, a coffee specialist sent by the Food and Agriculture Organization of the U. N. to Ethiopia, inspects a small coffee plant near Ambo, at an 8,000 foot altitude. Sunflowers give temporary shade. Coffee is Ethiopia's main cash crop.



**"Instant" sales are going up...**



**A**nd that is our business!  
We are the largest independent manufacturers of *Instant* Coffees under private brand.

Counted among our clients are many famous grocery chains and coffee distributors throughout the country and abroad.

We blend, roast, grind, extract, filter, dry, sift, pack, ship—and even help you design labels, caps, cartons and jars.

Obviously, we know coffee—why not let us help you market your own brand now—**Sol Café Mfg. Corp., 71 Gansevoort Street, New York 14.**

## Survey shows vacuum sales down 15%, more demand for instant coffees

Vacuum sales of coffee are down substantially, perhaps around 15 per cent on the average. Bag sales, on the other hand, are unchanged to slightly lower.

These are some of the conclusions in the final tabulation of the survey conducted by Merrill Lynch, Pierce, Fenner & Beane.

Offices of the brokerage house all over the country put the survey inquiries on coffee consumption to roasters, chain stores and other retail outlets.

The company emphasizes that the survey was conducted, in the main, early in March, and says it is important to keep the timing in mind because replies may have been influenced by the following factors:

1. There appears to have been some buying by consumers in January in anticipation of price increases, therefore a fall in February sales would not necessarily reflect a contraction in usage.

2. Price increases at retail were small compared to what they are now, and retail prices still do not reflect present green bean cost.

"With the above qualifications, the following conclusions seem to emerge in reference to the consumption picture, as it appeared around the beginning of March," the company says.

1. Vacuum sales are down substantially, perhaps around 15 per cent on the average.

2. Bag sales are unchanged to slightly lower.

3. There is some indication of a swing to tea and a changeover to instant coffees in place of "regulars." There is also some relative increase in purchases of lower grade coffees.

4. It is also reported that "name brands" have encountered the most resistance and that, otherwise, consumer buying is frequently confined to weekend specials.

5. Smaller inventories and hand-to-mouth buying have become more widespread.

6. Opinion is about evenly divided on whether consumption will decrease from here on in, but some who

foresee a drop believe that it will not be permanent, as consumers may, after a time, adjust to higher prices. Also, some anticipate only a normal summer slackening of demand.

7. Overall impression to-date: Consumption is dipping to some extent but the test is yet to come as retail prices advance.

### "It's time you measured your customers"

#### Coffee Brewing Institute tells roasters

"It's time you measured your customers!"

That's the headline on a bulletin issued by The Coffee Brewing Institute, Inc., New York City.

"They're losing all sense of proportion," warns the bulletin, pleasantly illustrated in cartoon style. "No wonder, Read this . . ."

The bulletin then quotes newspaper articles and advertisements suggesting consumers use a certain brand of coffee to get twice as many cups to the pound; or reduce the amount of grounds 15 to 40 per cent without hurting coffee quality; or re-use the grounds.

"Such stuff is confusing your customers," the bulletin declares. "It's time to let your customers know. Give them standard coffee measures and let them prove it for themselves.

"Because it's time and because it's vital to the future of good coffee as a beverage, the Coffee Brewing Institute, Inc., has arranged with its supplier to reduce the cost price of the standard coffee measure to you."

The new price scale, which goes into effect immediately, is as follows: Standard Coffee Measure, \$15 per thousand; Imprint Costs, \$8 per thousand on orders up to 50,000, \$7 per thousand on orders above 50,000.

The Coffee Brewing Institute standard coffee measure with correct brewing instructions stamped on its base, is made up in four colors: red, yellow, green and blue.

#### Otis, McAllister merger announced

Otis, McAllister & Co. and National Paper & Type Company have been merged into one company, following approval by the California Corporation Commissioner, it was announced by the company.

Under terms of the merger, Otis, McAllister will be the official corporate entity, with executive headquarters in San Francisco. J. B. S. Johnson has been elected president of the merged firms, the announcement stated.

Otis, McAllister & Co. is said to be the largest distributor of green coffee in the world, and conducts a substantial export business through 18 affiliated offices in Latin America. National Paper & Type Co. conducts a large specialized export business throughout Latin America, handling a complete line of graphic arts equipment and supplies through 40 offices and agents in Latin America.

Direction of coffee operations and general exports to Latin America will continue from San Francisco. Activities relating to the graphic arts industry will continue as the National Paper & Type Company Division of Otis, McAllister & Co.

In commenting on the merger, Mr. Johnson said, "Major activities will be unchanged. Aggressive merchandising in all lines will continue, based on over 60 years successful experience chiefly in Latin American business."

## Trade Roast

By DOUGLAS WOOD

### The way it feels



"Good morning. We're from the Federal Trade Commission . . ."

MEMBER OF



**THE GREAT ATLANTIC & PACIFIC TEA CO.**

**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

By the

**AMERICAN COFFEE CORPORATION**

A background illustration of coffee beans, some whole and some cracked open, arranged in a dense, overlapping pattern. A white rectangular banner is superimposed over the beans, containing the text 'HAITI COFFEE' and a small logo of a bird with spread wings.

**HAITI  
COFFEE**

***is preferred--because of its***

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

***Plus: Expert Care in Final Removal of Defects***

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

**C. A. MACKEY & CO.**

**Incorporated**

**IMPORTERS - COFFEE**

**ESTABLISHED 1914**

**111 WALL ST. NEW YORK**

Mild Coffees of High Quality are Produced in:

**COSTA RICA • CUBA • DOMINICAN REPUBLIC**

**EL SALVADOR • GUATEMALA • HAITI**

**HONDURAS • MEXICO • NICARAGUA**

*For uniform quality and satisfied customers —  
It will pay you to use these coffees in your blends*

**FEDERACION CAFETALERA**

**CENTRO - AMERICA - MEXICO - EL CARIBE**

**Dirección Cablegráfica: FEDECAME**

**SAN SALVADOR, EL SALVADOR, C. A.**





At this PACB director's session were (from left) Enrique Santa Cruz and Alonso Castro Conde, Guatemala; Manuel Proto, Mexico; Joaquin E. Salazar, Dominican Republic; Dr. Martin Ayala Aguerrevere, Venezuela; G. R. Goelkel, PACB secretary-treasurer; J. Rebolledo Clement, Mexico; Dr. Claudio Benedi, PACB board secretary, Cuba; Horacio Cintra-Leite, PACB president, Brazil; Andres Uribe, Colombia; Rodolfo Lara, Costa Rica; Jacomino Marrero, Cuba; Marco Uscovich Beuta, Ecuador; Roberto Aguilar and Carlos Cordero D'Abuissou, El Salvador.

### Central coffee research exchange voted by Pan-American Coffee Bureau directors at annual meeting

The creation of a central organization for the exchange of information and technical services in order to intensify research efforts, thereby increasing coffee production per acre, was the principal proposal approved by the ninth annual ordinary meeting of the board of directors of the Pan-American Coffee Bureau.

The directors convened for the three-day meeting at the Bureau offices in New York City. Juan Rebolledo Clement, of Mexico, was elected president of the meeting, and Dr. C. Benedi, of Cuba, was elected secretary.

Throughout the meeting an atmosphere of understanding prevailed, it was reported. Mexico, Brazil, Colombia, Costa Rica, Cuba, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras and Venezuela were represented by delegates.

They said they were determined to increase coffee production through the establishment of improved systems of cultivation, to help meet the growing demand for coffee all over the world.

The fight against plagues and diseases which have taken a toll of the coffee production in the past was considered of extreme importance in the work of the newly approved research center.

Official representatives of the member countries comprising the Bureau, in addition to Mr. Clement and Dr. Benedi, included Horacio Cintra-Leite, Brazil; Andres Uribe, Colombia; Dr. Rodolfo Lara, Costa Rica; Dr. Jacomino Marrero and Dr. Guillermo Rubiera, Cuba; Marcos Uscovich Beuta, Ecuador; Roberto Aguilar and Carlos Corcero D'Abuissou, El Salvador; Dr. Enrique Lopez Herrarte, Guillermo Giron and Alonso Castro Conde, Guatemala; Juan F. Funes, Honduras; Joaquin E. Salazar, Dominican Republic; and Dr. Martin Ayala Aguerrevere, Venezuela.

### Hawaii to hold school on coffee growing

The Hawaiian Agricultural Experiment Station recently announced that it would hold a school in Kona for all interested persons on matters dealing with coffee production.

MAY, 1954

## H. L. C. BENDIKS, INC.

NEW YORK

96 Front St.

NEW ORLEANS

225 Magazine St.

**IMPORTERS - JOBBERS**

**COFFEE - TEA**

## N. V. KOFFIE HANDELMY MATAGALPA

P. O. Box 631

AMSTERDAM, C, HOLLAND

**When you offer a GRINDMASTER**

**your retailer gets—**

**NOT MORE FOR MORE**

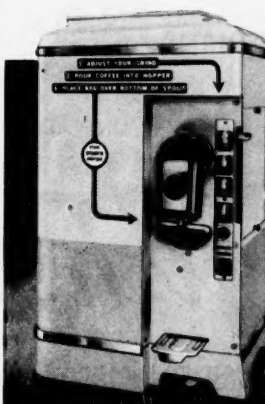
**NOT MORE FOR THE SAME**

**BUT MORE FOR LESS!**

**and don't think he won't appreciate it.**

MEMBER OF

**NCA**



**AMERICAN  
DUPLEX CO.**  
LOUISVILLE 2, KY.  
Manufacturers of  
**THE WAY TO  
GRIND COFFEE —  
THE WAY TO  
SELL COFFEE —  
The  
GRINDMASTER**



Here's Woods Bros.' "take home" package of vacuum coffee.

### **New Woods Bros. package doubles unit sales of vacuum packed cans**

The Woods Bros. Coffee Co., Roanoke, Va., has added to coffee merchandising a novel idea in packaging. The firm has just brought out a new carry-home package which contains two one-pound vacuum tins of coffee.

This preserves the freshness advantage of the one-pound unit, while doubling the unit sale.

The package is a one-piece corrugated box of the luggage type, with die-cut handles, and is made by the Hinde & Dauch Paper Co., Sandusky, Ohio. Attractively printed in red and white, it is said to be a standout wherever displayed.

Woods Bros. had used a three-pound jar to boost unit sales. But once opened, this had the disadvantage of exposing all three pounds to the air, and the freshness and aroma were quickly dissipated. In addition to being fragile, the jar was considered to be heavier, bulkier and more difficult to ship and store.

Besides serving as a display and carry-home package, the new box has a shipping label printed on it, and can easily be mailed as a gift for various occasions.

It is believed to be the first time coffee has been merchandised in this manner. The company is going after drug and department store sales, as well as other new outlets.

### **New key to coffee trends**

From the Linen Supply Association of America came what was purported to be a straw showing the direction of the wind.

The association said it had noticed an appreciable drop in the number of stains due to spilled coffee on restaurant table cloths and napkins.

A spokesman observed: "Either less coffee is being consumed or waitresses and patrons are becoming more careful now that the price has gone up."

## *Quality Coffees*

### **• BRAZILS**

SANTOS  
PARANAGUA

RIO DE JANEIRO  
ANGRA

### **• CENTRAL AMERICANS**

GUATEMALA  
SALVADOR

NICARAGUA  
COSTA RICA

### **• COLOMBIANS**

MEDELLIN  
TOLIMA

ARMENIA  
GIRARDOT

MANIZALES  
LIBANO

### **• ECUADORS**

UNWASHED

WASHED

# *W.R. Grace & Co.*

**SAN FRANCISCO**

**NEW YORK**

**NEW ORLEANS**

## India to put sizable quantity of coffee on world markets in 1954

India's famous shaded coffee will again offer to the world market a sizable quantity of its best variety during the course of 1954, it is reported by Valale I. Chacko, editor and publisher of Planting and Commerce, Ernakulam, India.

After exporting about 2,700 tons, the Indian Coffee Board carried into 1954, 7,300 tons of surplus from 1953. The quantity is evenly divided between Robusta and Arabica varieties.

The 1953-54 crop, which is nearing the end of picking at present, is estimated at over 25,000 tons, most of it in quality Arabica. Last season, Robusta gave a record crop of 10,710 tons which is being matched by Arabica coffees this year with an expected yield of over 18,000 tons.

Hassan, Chickmagalur, Bababudans, Mudigere, and Balehonnur in Mysore and North Coorg are reporting heavier crops than anticipated, and other Arabica areas are showing the same tendency. Robustas, in most districts, are making a poor showing, and this will result in a total crop not greatly in excess of original estimates.

Last year India's home market absorbed only 15,500 tons of coffee, about 4,000 tons less than the previous year. One reason for this fall was the uncertainty surrounding the government's coffee policy, which threw the trade into confusion. The government ordered more coffee pumped out through the Board's coffee houses and consumers' cooperatives, but large tracts of the countryside where the trade operated were starved for coffee.

### Total surplus

The total surplus of 10,000 tons in 1953 comes from a crop of 23,225 tons, of which 2,700 tons have been exported since November.

The Indian coffee industry is under a double squeeze applied by the Minister of Commerce and Industry. On January 30th the various associations of coffee growers held a conference in the planting District of Wynaad. The coffee men took strong objection to two proposals made by the Minister of Commerce and Industry.

One proposal was contained in his statement to the Council of States last December. His proposal was to fix a return on crops according to each acre, irrespective of the yield from the acre. This, the growers declared, was not in the interest of big or small growers, nor of the country as it would penalize the efficient producer and reward the inefficient.

The other proposal related to a decision of the government already in force. According to this decision, growers compelled to surrender their entire crop to the Indian Coffee Board will be paid a fixed return of Rs. 180 per cwt., irrespective of what the coffee fetched on sale by the Board. If the coffee fetches in the export market Rs. 560/per cwt., the excess, after paying the punishing export duty of Rs. 62/8/per cwt., would go to reduce the issue price in the internal market.

In other words, the excess price above Rs. 180 received from coffee sold abroad would go to meet the payment on coffee issued in the home market and the greater the export earning the lower the internal price.

The growers have protested against this policy, which they declare is vindictive and not likely to help the development of the industry.

MAY, 1954

## BYRNE, DELAY & CO.

104 FRONT ST., NEW YORK 5, N. Y.

## Coffee

Agents for Reliable Shippers  
in Producing Countries

Specializing in:

**BRAZILS**

**COLOMBIANS**

**VENEZUELAN**



*It's  
Coffee-er  
Coffee!*

S. A. SCHONBRUNN & CO., INC.  
77 Water Street, New York, N. Y.

## Crops and countries

coffee news from producing areas

### Growers, exporters

#### protest Colombia's

#### export tax on coffee

Growers and exporters are protesting sharply against the export tax on coffee levied by the government of Colombia effective April 1st.

Based on the FOB price of US \$105 per 70-kilo bag, the tax rate is 50 per cent of the difference between \$105 and the export registration price of coffee. At the export registration price of \$125 per bag, the tax is \$10 per bag.

The taxes are to be turned over to the National Federation of Coffee Growers of Colombia, to be held in a special fund which will be invested in semi-official power developments and plants producing iron and steel.

Finance Minister Carlos Villaveces, announcing this first outright tax on Colombia coffee exports, said the move was necessary to avoid inflationary pressures which have been increasing all production costs.

Coffee growers and exporters said they would call a meeting of the National Coffee Congress to study the government decree and would appeal to President Gustavo Rojas Pinilla to rescind it.

Meanwhile, the sectional coffee federation in the depart-

ment of Caldas—biggest producer in Colombia—asserted the tax was exorbitant and a "serious injustice" to the coffee industry.

The National Federation of Merchants joined coffee men in appeals for repeal of the tax.

They said it is unwise to discourage export production by taxation, that the measure tends to contradict Colombian arguments against lowering coffee prices after the United States Senate investigation, and that tax stability is a prime factor for development of both domestic and foreign investments.

### Coffee still top export for Brazil

Coffee is still Brazil's chief source of money for the purchase of imports, reports Octavio Veiga, Santos representative of COFFEE & TEA INDUSTRIES, formerly The Spice Mill.

In 1952, coffee comprised 73.7 per cent of the value of Brazil's exports, according to the Instituto Brasileiro do Cafe.

In 1953, the figure was 68 per cent.

### Haiti sees good year at current coffee levels

Haiti's coffee harvest has been estimated as high as 400,000 bags of 80 kilos each by some sources. A more realistic estimate, probably is 375,000 bags.

As coffee prices continued upward, Haitians generally looked forward to a prosperous year, reports *Foreign Commerce Weekly*.

A new mechanical coffee drier, the first to be used in Haiti,

*Our second quarter-century*

**L. NEUGASS & CO., INC.**

*135 Front Street, New York 5, N. Y.*

**COFFEE IMPORTERS**

*Direct Connections with Producing Countries*

**Members:** NEW YORK COFFEE AND SUGAR EXCHANGE, INC.  
GREEN COFFEE ASSOCIATION OF N.Y.C., INC.  
NATIONAL COFFEE ASSOCIATION OF U.S.A.



was installed at Thiotte by the Controle des Denrees (Government Produce Office).

The machine is said to reduce loss in coffee drying and to improve the quality of the beans.

Drawbacks to the widespread use of this type of machine are its high initial cost and the lack of electricity in the rural areas.

Experiments carried on by Haiti's Department of Agriculture for utilizing coffee pulp for cattle feed, would result in a saving of corn, a staple human food in rural districts.

#### Paraguay seeking coffee expansion

Paraguay has adopted measures to encourage foreign capital to develop native coffee-producing potential, and hopes to achieve a production figure of 3,000,000 bags annually, it has been reported.

Paraguay in 1950 produced only 148 metric tons of coffee.

At present there are two principal foreign concerns going ahead with purchase and cultivation of land in Paraguay for coffee production.

Geremia Lunardelli, Brazil's "coffee king," purchased about half a million acres late in 1952, but help up operations pending action by the Paraguayan government to guarantee his investments against official interference.

He is said to have 100,000 trees under cultivation now in Paraguay.

An American group formed in Sao Paulo in 1952 is known as the Companhia Americana De Pomento Economico (CAFE), and owns about half a million acres.

CAFE is reported to have spurred action on the basic coffee law drafted by the Paraguayan Institute of Agrarian Reform and approved by the Agriculture Ministry.

It is reported, that the concern has already planted 60,000 coffee trees and 2,000,000 seedlings in the 50 by 150-mile strip of high land in northeastern Paraguay, the potential coffee-producing area.

Specific concessions granted by the Paraguayan executive order include duty-free entry of coffee seed, agricultural machinery, equipment, accessories and spare parts, electric generating equipment, tractors, trucks, jeeps, airplanes, insecticides, fertilizers and other equipment.

#### Says answer to coffee supplies

#### is in Brazil's abandoned lands

The key to filling demand for coffee may lie in the thousands of acres of Brazilian farmland which have been abandoned owing to soil exhaustion, the World Coffee Congress was told.

Lucas Nogueira Garcez, governor of the state of Sao Paulo, said that new techniques for the recovery of abandoned lands were bringing Brazilian coffee growers "to the threshold of greater production through soil recuperation."

Scientific methods, he said, have restored many acres of abandoned fazendas. He added that because of a fixed belief that exhausted soil could not be revived, coffee growers formerly sought virgin land, turning old farms to other crops or letting them revert to the jungle.

The governor said that in his state coffee farms 20 years old—an incredible span for old-fashioned farms—have been brought back to their prime by modern methods.

## STANDARD BRANDS sets the STANDARD of QUALITY!

"PRESSURE PACKED"  
Chase & Sanborn

—"Dome Top"  
Coffee



**Tender  
Leaf**  
BRAND  
**TEA**

**STANDARD BRANDS INCORPORATED**

## Lami-Liner COFFEE BAGS

GUARDS FLAVOR AND AROMA

Made RIGHT!

Packed RIGHT!

Complete Line  
for the  
Coffee Packer

- NY-GLAZE BROWN KRAFT COFFEE BAGS
- Lami-Liner COFFEE BAGS
- WHITE SUPER KRAFT COFFEE BAGS
- Thermoblok HEAT SEAL COFFEE BAGS
- STOCK DESIGN COFFEE BAGS
- COFFEE SHIPPING CONTAINERS (SINGLE & DOUBLE)



The laminated moisture-repelling glassine lining was especially developed to give super-protection to coffee . . . guarding its flavor and aroma to assure greater consumer satisfaction.

*Atlantic*

**COFFEE BAG CO., INC.**

220 KOSCIUSKO ST. - BROOKLYN 16, N. Y. - NEVINS 8-8100

Let us send samples and quote on your requirements

**Phelps, Krag & Co.,  
Detroit roasters,  
mark 100th year**

You can probably count on the fingers on one hand coffee roasters in the United States whose business dates back 100 years. One of these, Phelps, Krag & Co., Detroit, is celebrating this year its first century.

Actually the period is more than 100 years, dating as it does back to the original company of W. Phillips & Brothers, first established in Detroit in 1836.

It was not until 1854, however, that the direct family relationship of today's company began. In that year William Henry Brace entered the employ of W. Phelps & Brothers. Mr. Brace was the grandfather of W. Brace Krag, today's president of Phelps, Krag & Co.

In 1862, W. H. Brace became a partner in the business. And in 1886 this partnership became Phelps, Brace & Co., incorporating in that year with Mr. Brace as its president.

In 1900 W. Wallace Krag entered the business, and in 1903 married Mary Louise Brace, daughter of the company's president. As Mr. Krag so often quipped, marrying the boss' daughter was the best way he could think of to get ahead in the business.

In 1905 occurred what was then heralded as the greatest merger in Michigan's business history. Smart & Fox, wholesale grocers of Saginaw, merged with Phelps, Brace & Co., of Detroit, the then oldest wholesale grocery in Michigan.

Two years later, in 1907, W. H. Brace decided to retire from active business. This led to splitting the business

into two divisions. The wholesale grocery end was purchased in 1907 by Lee & Cady, the present large and flourishing wholesale grocery company in Detroit.

The coffee roasting and tea packing was taken over by Mr. Krag, who incorporated as W. W. Krag & Co., importers of tea and coffee. Associating with him later was C. B. Phelps, of Phelps, Brace & Co.

In February, 1908, articles of incorporation were filed, and Phelps, Krag & Co. came into being under that name.

The company's president today is W. Brace Krag, grandson of W. H. Brace and son of W. W. Krag, now deceased.

Thus the direct family and business relationship is extended over a period of 100 years.

Phelps, Krag & Co., today operates a flourishing coffee roasting and tea business, serving many of Detroit's leading restaurants, clubs and institutions, as well as several chains of restaurants operating both in and out of the state.

The business is presently under the direction of J. M. Irwin, vice-president and general manager.

**See sharp rise in Liberia coffee output**

As new trees reach bearing age, coffee output in Liberia is expected to rise sharply. In 1954, as the large 1949 plantings come into production, Liberia is expected to produce 1,700,000 pounds of coffee.

Liberia is considered to hold promising potentialities for coffee production in view of favorable soil and climatic conditions. The Liberian Government believes the country can attain an annual output of some 14,000,000 pounds within the next ten years.

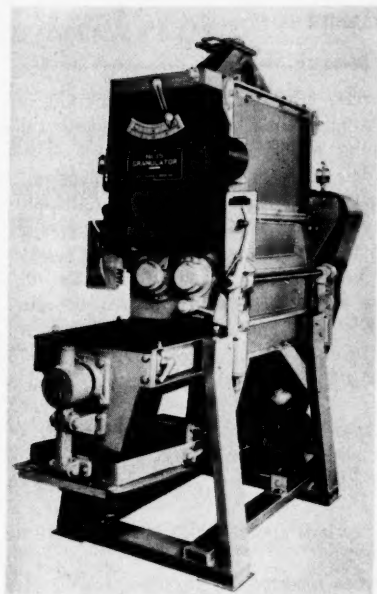
# **SALVADOR COFFEES**

*Choice of American Roasters  
Creators of Good Will*

**COMPAÑIA SALVADOREÑA DE CAFÉ, S. A.**  
**San Salvador • El Salvador**

**Cable Address: Coscafe**

**Telephone Nos. 758 & 1632**



The new Burns No. 35 granulator, which is backed by a system of "head" replacement. It can be set to provide an infinite number of grind settings within its range, and hold any of them absolutely constant, Burns says.

#### New granulators, with replaceable heads, introduced by Jabez Burns

Jabez Burns & Sons, Inc., has introduced two new granulators, the Burns No. 35 and No. 36. Developed after extensive research, design, and experiment, the new machines represent the most modern and efficient granulators on the market, according to Jabez Burns engineers.

The company revealed that a number of the new models are in operation, and many more are on order. A system of "head" replacement worked out in advance makes possible prompt delivery of new heads when they are ordered.

Sturdier and more compact than any previous design, the new machines are considerably lighter and feature a drive mechanism which minimizes maintenance requirements and costs, it is claimed. They are designed to provide an infinite number of grind settings within their range, any one of which can be held absolutely constant. The granulating rolls are cut to produce sharp, uniform granules at any setting. A shaking feed control followed by two pairs of cracking rolls insures steady and uniform production, it is reported.

The new units are said to be designed with a mixing chamber which operates cooler and without changing the color of the coffee.

The capacities of the two models are: No. 35, from 2,500 pounds per hour of ultra fine grind to 4,000 pounds per hour, regular grind.

No. 36, from 1,200 pounds per hour of ultra fine grind, to 2,000 pounds per hour, regular grind.

Both granulators are eight roll units, but can be supplied as six roll machines for those who require coarser grinds only, it is pointed out.

#### Margaret McDougall named to NCA staff

Margaret McDougall has been added to the staff of the National Coffee Association, as assistant to public relations director Joseph Drury.

Miss McDougall was formerly associated for 11 years with The Equitable Life Assurance Society in New York

MAY, 1954

## EYE OPENER!

At frequent intervals we secretly check our B 28 compound by serving it—a 60/40 blend in good coffee—at our own morning coffee "break". Comments by the office force—if at all—are invariably complimentary.

Why don't you make this sort of a test yourself? It's an eye opener! Write for a sample.

### E. B. MULLER & CO.

Branches

53 Wooster St.

New York City

333 Girod St.

New Orleans, La.

PORT HURON, MICHIGAN

## Green Coffee

- GENERAL BROKERS
- SPOTS
- SHIPMENTS
- F. O. B.'s

**FAIRCHILD & BOLTE**

91 Front Street

New York



# Drip-O-lator URNS BETTER COFFEE MAKERS

- ★ Restaurants
- ★ Cafes
- ★ Lunch Counters
- ★ Churches
- ★ Clubs
- ★ Private Homes, or wherever large quantities of delicious uniformly brewed coffee is desired

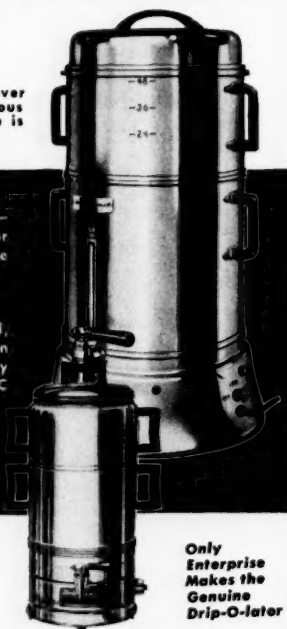
Easy to clean—Easy to use—  
Requires no bags, cloths or  
filter papers. Makes the same  
full-bodied brew everytime.

## DU-48 URN

48-cup capacity—original,  
genuine drip-process. Tomlinson  
No-Drip Faucet. Three way  
switch. 110-120 AC and DC  
current.

## GE-18 URN

18-cup capacity. The little  
brother to the 48-cup urn.



**THE  
ENTERPRISE  
ALUMINUM COMPANY**  
Massillon, Ohio

Only  
Enterprise  
Makes the  
Genuine  
Drip-O-lator

## R. C. WILHELM & CO., Inc.

129 FRONT ST., NEW YORK 5, N. Y.

### GREEN COFFEE JOBBERS

MEMBERS: GREEN COFFEE ASSOCIATION OF NEW YORK CITY, INC.

Telephone:  
Whitehall 3-4993-4

Cable Address:  
WILCAFE, N. Y.

Teletype:  
NY-1-613

*Reeve Angel*

## COFFEE FILTER PAPERS

**We maintain stocks in New York  
to fit all sizes of urns at very at-  
tractive prices.**

**H. REEVE ANGEL & CO., INC.**  
52 Duane St. New York 7, N. Y.

## Good year in 1953 reported

by East Asiatic Co., Denmark

1953 was a satisfactory year for the East Asiatic Co., of Denmark, it was reported recently by the worldwide Scandinavian shipping, trading and industrial concern.

The company is widely known for its activities in coffee.

It reported its "legal reserve fund" to be Kr. 12,500,000; its second "legal reserve fund" at Kr. 4,000,000; "extra reserve fund" at Kr. 45,500,000; its new ship building fund at Kr. 84,350,111; the branches reserve account" at Kr. 25,294,584; the security fund for capital invested in other companies at Kr. 5,650,365; and balance carried forward to next year, Kr. 7,274,224—or a total of Kr. 196,097,873 (exactly U. S. \$28,337,840) based on the present conversion rate.

These figures are apart from favorable booked values of all capital assets, including worldwide goods accounts and the booked value of the entire fleet, in comparison with market value.

Nor do the figures include about Kr. 15,000,000 set aside for tax allocations, etc.

Favorable result were reported on the company's coffee activities.

In Africa, the year's results were good. In East and Central Africa, Mombasa is the head office of the company's affiliated concern, The Old East African Trading Co., Ltd., with offices and purchasing stations in Kenya, Uganda and Tanganyika. In Ruanda-Urundi, the head office is in Usumbura, and an office has been established in Congo proper.

In Brazil, the import trade met with some difficulties as a result of restrictions, while the export of coffee proceeded satisfactorily.

The Cali Branch in Columbia, until now exclusively engaged in the export of coffee, is now also conducting an import business.

In the United States, business is conducted through the New York, San Francisco, Portland and Los Angeles branches. Besides trading in the usual group of commodities, these offices concentrate on lumber (in Portland) and coffee (in New York). Trading conditions developed favorably there.

## Booming premium field

to be discussed

at Chicago conference

Highlighted by a personal message from Secretary of Commerce Sinclair Weeks, the Premium Advertising Conference in Chicago heard the views of four expert speakers on different phases of the booming premium field.

The conference was held in conjunction with the 21st National Premium Buyers Exposition sponsored by the Premium Advertising Association of America. The exposition featured about 14,000 products of 430 manufacturers.

Speakers at the conference were Carl P. Oechsle, Deputy Assistant Secretary of Commerce, representing Secretary Weeks; Dr. Daniel Starch, consultant in business research; Gordon Ellis, director of merchandising, Pet Milk Co., St. Louis; and William J. Tormey, vice-president and director of sales and advertising, White King Soap Company, Los Angeles.



# Marketing

advertising . . . merchandising . . .

## Rash of coffee substitutes, extenders hits U. S. market FDA hunts mislabeling

One of the aftermaths of the coffee price situation is now coming to light. A rash of coffee substitutes and extenders is hitting the United States market.

The *Wall Street Journal* recently reported this "boomlet" mushrooming on the fringe of the coffee industry.

Among the new coffee blends and separate additives on the market are:

Troxa, a mixture of coffee, chicory and roasted cereal, introduced by Jewel Food Stores, Chicago.

Dixie House, a coffee-chicory blend by the Colonial division of Albert Ehlers, Inc., Brooklyn.

Latin Magic, a coffee-chicory blend by the Donovan Coffee Co., Birmingham, said to contain a patented ingredient which smooths out the chicory, while maintaining its body and flavor.

The Grand Union Co., New York, is testing a "blend or compound" that includes coffee, chicory, and cereal, called "Blend-Obest".

The Coffee Corp. of America, Chicago, has revived a war-developed blend called "Economy Cup"—55 per cent coffee, 45 per cent chicory and cereal.

Crescent City, a blend of coffee and chicory, marketed by A & P in Louisiana for 40 years, has not been pushed in other areas.

The Charles Hammesfahr Co., a specialty coffee shop in Chicago, says its sales of chicory have doubled recently.

H. C. Knoke & Co., Chicago cereal millers, reports a brisk revival in demand for two coffee extenders the firm developed in wartime. One is made from roasted pearl barley, the other is described as a "vegetable mix."

### FDA alerted

Buisman's Famous Dutch Flavoring, a coffee flavor-booster available to U.S. hotels and restaurants for the past two years, will soon be offered to housewives by the Fino Food Processing Co., Burbank.

The General Foods Corp., White Plains, says sales of its roasted cereal beverage, Postum, are up sharply.

"The Federal Food and Drug Administration in Washington has directed its 200 inspectors around the country to be on the alert for 'mislabeling' in blends of coffee and extenders," The *Wall Street Journal* notes. "An official says chicory and chickpeas are the two most common extenders. Use of these products is all right with the government as long as the container lets consumer know they're mixed with his coffee. In two recent cases, the agency prosecuted New York and Philadelphia roasters for offering chickpeas as coffee."

## Extend regular coffee by mixing in Medaglia D'Oro, roaster urges

Something new in ways to extend regular coffee is being suggested by S. A. Schonbrunn & Co., Inc., in newspaper advertising.

The method, which calls for two kinds of coffee, is described as simple by the New York coffee roaster, and will be supported by a money-back guarantee.

One pound of regular roast coffee used in combination with a quarter pound of double-roasted Medaglia d'Oro will provide as many cups of better-flavored brew as two pounds of ordinary coffee if used alone, the company claimed, and added that the saving, amounts to an important 75 cents.

Here's how the method works in brewing, it was explained. The housewife uses half as much regular coffee as usual and adds one level teaspoon of Medaglia d'Oro for each cup of brew. There are 80 level teaspoons in the four-ounce tin.

The company says it has no hesitation in guaranteeing the results claimed because the blending recommended has been a growing practice since coffee prices started skyward. Before that, it says the idea was the widely-used coffee brewing "secret" of many fine cooks.

The company, it was pointed out, is glad to offer this solution to the public, to help them ride out the coffee-shortage without cost and without trying to get along with a weakened or watered-down brew!



**"snap-in" element**  
*Insurance Policy*

**For Continuous, Trouble-Free Coffee Brewing At All Times**

No more service headaches, expensive breakdowns, costly repair bills for your coffee-brewing equipment. Forget about "loaners" while your equipment is being repaired. With Vaculator Electric Ranges and the amazing new "SNAP-IN" Heating Element, you can put in a new element yourself—quicker and easier than you can change a light bulb! Just lift out the old element and "snap-in" the new. That's all you do! And only Vaculator Electric Ranges give you this time-saving, money-saving convenience!

**electric ranges**

**America's Most Trouble-Free Ranges**

No other ranges at any price, can offer you the "SNAP-IN" Heating Element! And for extra economy, use Vaculator glass bowls. Uniform thickness and weight; tear-drop shape; easier-to-clean, fill, pour . . . actually reduce glass breakage up to 50%! Cut your coffee-brewing costs and cares . . . with Vaculator!

See Your Dealer or Write For Full Facts

**Vaculator**

311 N. Desplaines St. • Chicago 6, Ill.

**Used and Approved by These and Many More Cost Conscious Chains!**

S. H. KRESS	WEDICKS
RUDLEY'S	WHELAN'S
UNION NEWS	FORD HOPKINS
HOOK DRUG	DOW DRUG

**NEW!**

**LIFETIME COFFEE FILTER**

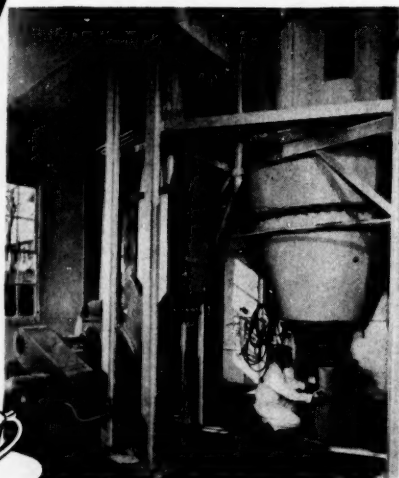


Stainless steel throughout, including wonderful new Dutch weave mesh. Filters faster, rinses clean, fits all upper bowls, won't break.

# Your Most Practical Approach to **SOLUBLE COFFEE** production is thru your **BOWEN REPRESENTATIVE**



● Many of the leading brands of high quality soluble coffee are produced on Bowen Spray Dryers. You too may select equipment to meet the physical requirements you desire for your product—bulk density, particle size, ready solubility and integrity of flavor.



Spray Dryers for soluble coffee production operate automatically to produce 2 to 12 tons of powder daily.

Bowen engineered Spray Dryers meet cost production limitations of the smaller company as well as the larger producer.

Bowen design principles can often be applied to existing coffee spray dryers to improve the quality of the product.

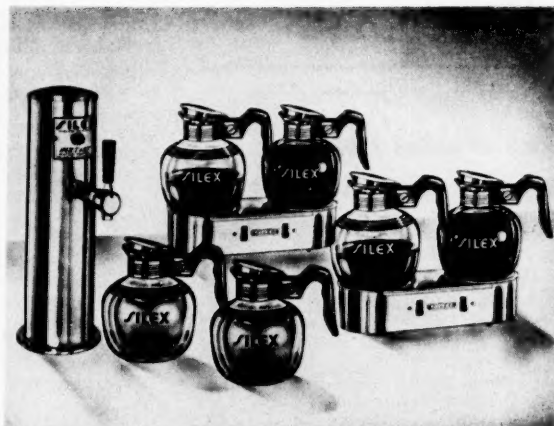
The knowledge based on broad production experience can be applied to your problem. A conference does not obligate you in any way.

**WRITE FOR INTERESTING BOOKLET—**  
*"The Bowen Story of Spray Drying"*

## **BOWEN SPRAY DRYERS** **Always Offer You More!**

**BOWEN ENGINEERING, INC.**  
NORTH BRANCH 5, NEW JERSEY

*Recognized Leader in Spray Dryer Engineering Since 1926*



This is what Silix recommends for instant coffee service in an average food service operation serving 50 to 75 people. The Instant Water Heater (left) gives hot 12-cup draws every five or six minutes.

**Now . . . it's instants for restaurants**  
(Continued from page 11)

"Staling" problems are said to be eliminated—the new hotel and restaurant pack, it is claimed, keeps the coffee fresh at all times.

Both urns and glassmaker equipment can be cleaned quickly and easily because there is no sediment to scrub out.

Instant Maxwell House hotel and restaurant packs can be brewed as needed in any location at any time.

Several equipment manufacturers, recognizing the great potential of the new market have been experimenting with special electrical hot water-making units. The Silix Co. has already marketed an instant hot water heater for food service use that will keep a ready supply for up to 120 cups per hour.

Public acceptance of instant coffee since 1946 has resulted in an industry wide growth from a dollar volume of about \$30,000,000 annually to approximately \$200,000,000—a 566 per cent gain. Nationwide figures cited by Maxwell House show that in 1946 only one out of every 16 cups of coffee consumed in the home was a soluble coffee. However, its popularity has increased so fast that today more than one out of every four cups of coffee consumed in the home is soluble.

Instant Maxwell House Coffee alone, since its introduction only a little more than three years ago, is now America's largest-selling brand of instant coffee, the company says.

Mort Diamond, Silix sales manager, says the Silix Instant Water Heater provides a ready, dependable source of piping hot water, yet is compact, easy to install and streamlined to assure maximum service in a limited counter or kitchen area.

The base is five and a half inches in diameter; tank measures four and a half by 15 inches. Thermostatically operated, its automatic recovery is said to deliver up to 120 cups per hour of hot water at just the right temperature.

Using 12-cup decanters, the restaurant operator simply empties the contents of the glass maker coffee pack into

(Continued on page 37)

## Solubles

### Says "coffee enhancer" puts flavor, aroma back into solubles — in jar and in cup

A "coffee enhancer" designed to restore the original flavor and aroma said to be lost by instant coffee during its manufacturing process has just been developed by Dodge & Olcott, Inc., New York City.

The result of months of research in D & O's product development laboratories, "Coffee Enhancer No. 12132" was obtained by organic synthesis of flavor elements present in the original coffee bean, it is explained, before the processing into powdered form which removes much of the highly volatile flavor and aroma constituents.

The product is in liquid form. When added to soluble coffees in minute quantities it restores to the powdered material the important psychological effect of fresh coffee aroma, not only in the jar itself, but also in the beverage brewed from it, the manufacturers claim.

They suggest the enhancer be sprayed on the product after the drying process has been completed, and say it is a simple matter requiring no outlay for expensive equipment. One-eighth to one-quarter per cent, dissolved in a suitable solvent such as ethyl alcohol, is sufficient to give the desired effect, it is pointed out. Added cost through use of the enhancer is said to be negligible.

The enhancer may also be used to impart aroma to roasted coffee, D & O says, although its most important application will be in the instant types.

The company stresses the fact that the new product is not a flavor for general use, but an "enhancer" developed for the specific purpose described. The product is still in pilot plant production, but has already been favorably received by several well known coffee tasters, D & O reports.

The price in five pound bottles is \$7.00 per pound.

### Folger's Instant forges to second place in Omaha in first year

Introduced within the past year, Folger's Instant Coffee has won second place in its field in Omaha, according to the latest consumer analysis compiled by the Omaha *World-Herald*.

Consumption of Folger's Instant was put at 14.5 per cent. This was well below the leader, Maxwell House, which was up 2.5 percentage points to 60.5 per cent—but ahead of Borden's and Nescafe, whose share of the market declined.

Total consumption of instant coffee was estimated to have increased nine percentage points, while regular coffee consumption declined from 96.6 per cent in 1953 to 95.7 per cent.

The regular coffee leader is Butter-Nut, with 53.3 per cent, followed by Folger's,

with 28.9 per cent, and Hills Bros., with 5 per cent.

### Beech-Nut Coffee introduces instant in East and Florida

Beech-Nut Instant Coffee has been introduced in the East and in Florida and will be in full distribution east of the Mississippi by next Fall.

J. Stafford Ellithorp, Jr., president of the Beech-Nut Packing Co., Canajoharie, N. Y., said the present areas include most of New York state and Providence, R. I.

A new all-stainless-steel addition to Beech-Nut's Rochester, N. Y. facilities is producing the new instant.

The product is packed in two-ounce and four-ounce jars, selling for 73 cents and \$1.29.

Mr. Ellithorp claimed several exclusive features for the Beech-Nut method of processing instant coffee. The best available equipment was bought, and what couldn't be bought was built by Beech-Nut, he said. "Many little developments in our processing procedure are ours and ours alone," he said.

Beech-Nut entered the instant coffee field, Mr. Ellithorp explained, because of the adoption of instant coffee by "millions of America's coffee drinkers" in the last few years for reasons of convenience. "Each one of these consumers is looking for a better flavored instant beverage," he declared. "Many of them recognize the 'Beech-Nut' oval trademark for tip-top quality, and they are going to want to try 'Beech-Nut' instant coffee."

### Woods Bros. adds soluble

The Woods Bros. Coffee Co., Roanoke, Va., has added instant coffee to its line, packaging it under its regular H & C brand.

### Food Fair introduces instant

Food Fair Stores, Inc., has introduced a new instant coffee.

First sold in Philadelphia, it is now being distributed in the New York-New Jersey area, with chain-wide distribution the aim.

### Private blend of water

—for your own instant

A New York City luncheonette owner came up with a deal for customers who recently have taken to asking for a cup of hot water in which they can put their own instant coffee.

Joe Marr put up a sign which reads: "You asked for it with any order, we will supply, free of charge, a cup of our own private blend of hot water, for your own instant coffee."

### Instant coffee "pot"

A New York City florist reveals he makes up potted plants rooted in instant coffee.

He does it for a coffee company executive who startles his guests by spooning his coffee makings out of the flower pot.

**YOU  
CAN GET  
AND CONTROL  
YOUR SHARE  
OF THE PROFITABLE  
SOLUBLE COFFEE  
BUSINESS WITH**



**YOUR  
LABEL  
INSTANT  
COFFEE**

**THE SOLUBLE WITH THE  
HIGHEST TASTE-TEST  
RATING**

**THE HARRISON CO.**  
COFFEE PROCESSORS FOR THE TRADE  
601 West 26th St., N.Y. 1, N.Y.  
Phone: ALgonquin 5-3914

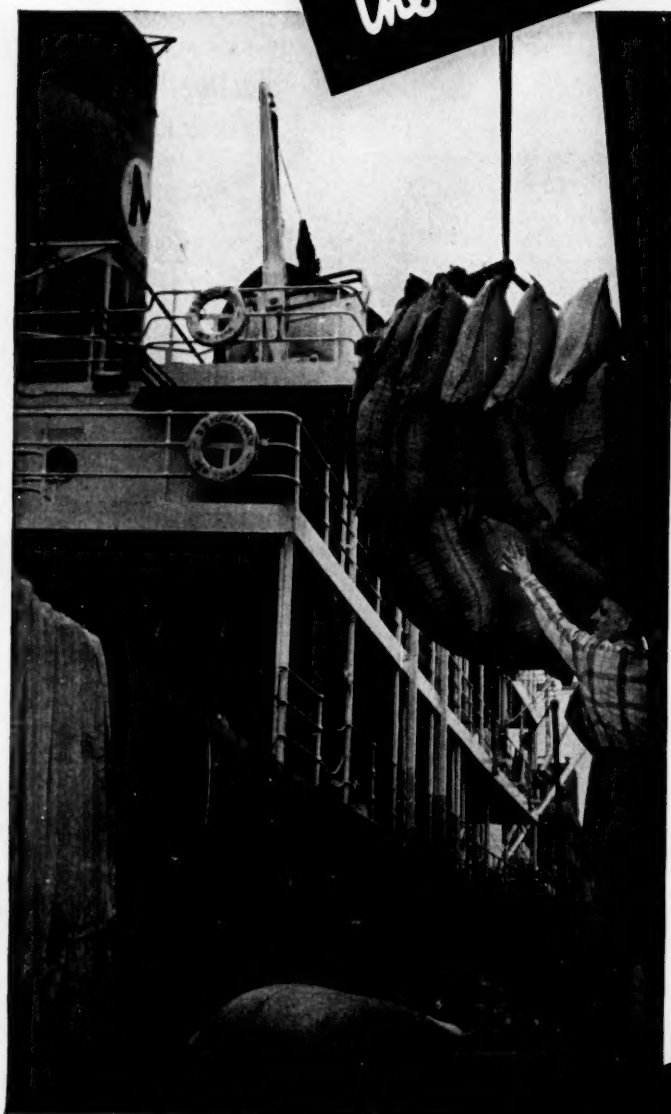
**LAMINATED FOIL PACKAGES AVAILABLE  
FOR INSTITUTIONAL SERVICE**



# SHIPS.....

*the essential factor*

## in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

**MOORE-McCORMACK**  
*Lines*  
5 Broadway

New York 4

OFFICES IN PRINCIPAL CITIES OF THE WORLD



# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber West African Line  
Barb-Wn—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebank's Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independence—Independence Line  
JavPac—Java-Pacific Line  
Lamp-Ho—Lampport & Holt Line, Ltd.  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mam—Mamonic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
NYK—Nippon Yusen Kaisha Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Neib—Royal Netherlands Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal Inter-ocean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Sued-Am—Swedish American Line  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

Abbreviations for ports  
Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gf—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Mt—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nf—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

### COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
5/15	Copan	UFruit	Cristobal <sup>1</sup> 5/20 NY5/28
6/2	Csti Avnturer	Grace	LA6/13 SF6/16 Se6/22
6/2	Lovland	UFruit	Cristobal <sup>2</sup> 6/7 NY6/15
6/6	Byfjord	UFruit	Cristobal <sup>2</sup> 6/12 NO6/18
6/10	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/21
7/14	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
8/17	Csti Avnturer	Grace	LA8/28 SF8/31 Se9/6

### ACAPULCO

6/6	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/21
7/10	Csti Avnturer	Grace	Cristobal <sup>1</sup> 7/25

### AMAPALA

5/17	Copan	UFruit	Cristobal <sup>2</sup> 5/20 NY5/28
5/30	Csti Avnturer	Grace	LA6/13 SF6/16 Se6/22
5/30	Lovland	UFruit	Cristobal <sup>2</sup> 6/7 NY6/15
6/9	Byfjord	UFruit	Cristobal <sup>2</sup> 6/12 NO6/18
6/12	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/21
7/11	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
7/15	Csti Avnturer	Grace	Cristobal <sup>1</sup> 7/25
8/14	Csti Avnturer	Grace	LA8/28 SF8/31 Se9/6

### ANGRA DOS REIS

5/26	Trader	PAB	LA6/14 SF6/16 Va6/22 Se6/23 Po6/27
6/17	Seafarer	PAB	LA7/6 SF7/8 Va7/14 Se7/15 Po7/19

### BARRANQUILLA

5/11	Santa Catalina	Grace	NY5/20
5/13	Choloma	UFruit	NY5/23
5/16	Csti Avnturer	Grace	LA6/13 SF6/16 Se6/22
5/18	Santa Teresa	Grace	NY5/26
5/19	Fiador Knot	UFruit	NO5/30
5/19	Andrea	UFruit	NY5/29

SAILS	SHIP	LINE	DUE
5/25	Santa Ana	Grace	NY6/3
5/26	Cape Avinof	UFruit	NY6/5
6/1	Santa Catalina	Grace	NY6/8
6/2	Marra	UFruit	NO6/13
6/2	Alcyon	UFruit	NY6/12
6/8	Santa Teresa	Grace	NY6/17
6/9	Majorka	UFruit	NY6/19
6/15	Guzdeloupe	Independence	LA6/29 SF7/2 Va7/6 Se7/8 Po7/11
6/16	Andrea	UFruit	NY6/26
6/16	Fiador Knot	UFruit	NO 6/27
6/26	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
7/30	Csti Avnturer	Grace	LA8/28 SF8/31 Se9/6

### BARRIOS

5/16	Mayari	UFruit	NO5/21
5/17	Mataura	UFruit	NY5/24
5/22	Vindegger	UFruit	NY6/19
5/25	Aggersborg	UFruit	NO5/29 NO5/31
5/29	Cape Cod	UFruit	NY6/5
5/31	Leon	UFruit	NO6/4
6/5	Manauai	UFruit	NY6/12
6/7	Lempa	UFruit	NO6/11
6/12	Mataura	UFruit	NY5/29
6/15	Aggersborg	UFruit	NO6/19
6/19	Vindegger	UFruit	NY6/26
6/21	Leon	UFruit	NO6/25
6/26	Cape Cod	UFruit	NY7/3

### BUENAVENTURA

5/16	Santa Maria	Grace	NY5/24
5/18	Santa Eliana	Grace	LA5/27 SF5/29 Se6/2
5/19	Santa Rita	Grace	NY5/27 Bo6/1 Ba6/4 Pa6/6 NY6/7
5/22	La Hague	Independence	LA6/4 SF6/6 Po6/12 Va6/14 Se6/16
5/23	Santa Luisa	Grace	NY5/31
5/30	Santa Cecilia	Grace	NY6/7
6/2	Santa Olivia	Grace	NY6/10 Bo6/15 Ba6/18 Pa6/20 NY6/21
6/4	Santa Juana	Grace	LA6/13 SF6/15 Se6/22
6/6	Santa Margarita	Grace	NY6/14

MAY, 1954

SAILS	SHIP	LINE	DUE
6/13	Santa Isabel	Gr. ce	NY6/21
6/16	Santa Leonor	Grace	LA6/25 SF6/27 Se7/4
6/19	Guadeloupe	Independence	LA6/29 SF7/2 Va7/6 Se7/8 Po7/11
7/2	Santa Elisa	Grace	LA7/11 SF7/13 Se7/20

#### CARTAGENA

5/11	Cholma	UFruit	NY5/23
5/16	Fiador Knot	UFruit	N05/30
5/17	Andrea	UFruit	NY5/49
5/24	Cape Avinof	UFruit	NY6/5
5/31	Alcyon	UFruit	NY6/12
5/31	Marna	UFruit	N06/13
6/7	Majorka	UFruit	NY6/19
6/14	Fiador Knot	UFruit	N06/27
6/14	Andrea	UFruit	NY6/26
6/21	Cape Avinof	UFruit	NY7/3

#### EL SALVADOR

5/14	Etna	Italian	LA5/23 SF5/27 Va6/1 Se6/6 Po6/9
5/27	La Hague	Independence	LA6/4 SF6/6 Po6/12 Va6/14 Se6/16

#### GUATEMALA

5/15	Etna	Italian	LA5/23 SF5/27 Va6/1 Se6/6 Po6/9
5/28	La Hague	Independence	LA6/4 SF6/6 Po6/12 Va6/14 Se6/16

#### GUAYAQUIL

5/31	Santa Juana	Grace	LA6/13 SF6/15 Se6/22
6/12	Santa Leonor	Grace	LA5/25 SF6/27 Se7/4

#### LA GUAIRA

5/15	Santa Teresa	Grace	NY5/26
5/22	Santa Ana	Grace	Chsn 5/31 Pa6/2 NY6/3
6/1	Santa Catalina	Grace	Chsn 6/7 NY6/9
6/8	Santa Teresa	Grace	Chsn 6/14 Pa6/16 NY6/17

SAILS	SHIP	LINE	DUE
-------	------	------	-----

#### LA LIBERTAD

5/14	Copan	UFruit	Cristobal <sup>1</sup> 5/20 NY5/28
6/1	Cstl Avnturer	Grace	LA6/13 SF6/16 Se6/22
6/1	Lovland	UFruit	Cristobal <sup>2</sup> 6/7 NY6/15
6/5	Byfjord	UFruit	Cristobal <sup>2</sup> 6/12 N06/18
6/11	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/21
7/13	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
7/14	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 7/25
8/16	Cstl Avnturer	Grace	LA8/28 SF8/31 Se9/16

#### LA UNION

5/16	Copan	UFruit	Cristobal <sup>2</sup> 5/20 NY5/28
5/31	Cstl Avnturer	Grace	LA6/13 SF6/16 Se6/22
6/4	Lovland	UFruit	Cristobal <sup>2</sup> 6/7 NY6/15
6/8	Byfjord	UFruit	Cristobal <sup>2</sup> 6/12 N06/18
6/13	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/21
7/12	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
7/16	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 7/25
8/15	Cstl Avnturer	Grace	LA8/28 SF8/31 Se9/6

#### LIMON

5/16	Choloma	UFruit	NY5/23
5/22	Fiador Knot	UFruit	N05/30
5/23	Andrea	UFruit	NY5/29
5/30	Cape Avinof	UFruit	NY6/5
6/5	Marna	UFruit	N06/13
6/5	Alcyon	UFruit	NY6/12
6/12	Majorka	UFruit	NY6/19
6/19	Andrea	UFruit	NY6/26
6/19	Fiador Knot	UFruit	N06/27
6/26	Cape Avinof	UFruit	NY7/3

#### LOBITO

5/10	Del Sol	Delta	N06/7
5/22	Tabor	Am-W Afr	USA 6/15

TO NEW ORLEANS AND OTHER U. S. GULF PORTS... FROM

## SOUTH AMERICA

PARANAGUA, SANTOS, RIO DE JANEIRO, VICTORIA  
Regular weekly sailings

## WEST AFRICA

LUANDA, LOBITO, MATADI, AMBRIZ, AMBRIZETTE, PORTO AMBOIM  
Regular three week sailings

**Delta Line**

MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS

#### AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.  
Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.  
Rua 15 de Novembre 176-178

LUANDA & LOBITO:  
Sociedade Luso-Americana, Ltda.

MATADI:  
Nieuwe Afrikaansche Handels Vennootschap



SAILS	SHIP	LINE	DUE
5/27	Afr Patriot	Farrell	NY6/27
5/28	Del Oro	Delta	N06/24
5/29	Afr Pilot	Farrell	NY6/17
6/17	Roseville	Am-W Afr	USA 7/2
6/22	Del Campo	Delta	N07/18
6/26	Afr Glen	Farrell	NY7/19

#### LOURENCO MARQUES

6/7	Charlotte	Lykes	Gulf 7/30
6/21	Reuben Tipton	Lykes	N07/20
7/6	Ruth	Lykes	N08/21

#### LUANDA

5/20	Tabor	Am-W Afr	USA 6/15
5/23	Del Oro	Delta	N06/24
5/24	Afr Patriot	Farrell	NY6/27
5/26	Afr Pilot	Farrell	NY6/17
6/15	Roseville	Am-W Afr	USA 7/15
6/16	Del Campo	Delta	N07/18
6/26	Afr Glen	Farrell	NY7/19

#### MARACAIBO

5/18	Cstl Avnturer	Grace	LA6/13 SF6/16 Se6/22
6/29	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
8/2	Cstl Avnturer	Grace	LA8/28 SF8/31 Se9/6

#### MATADI

5/18	Tabor	Am-W Afr	USA 6/15
5/20	Del Oro	Delta	N06/24
5/21	Afr Patriot	Farrell	NY6/27
5/23	Afr Pilot	Farrell	NY6/17
6/12	Del Campo	Delta	N07/18
6/13	Roseville	Am-W Afr	USA 7/15
6/23	Afr Glen	Farrell	NY7/19

#### MOMBASA

5/17	Leslie	Lykes	Gulf 6/18
5/29	Afr Rainbow	Farrell	NY7/10
6/2	Kertosono	JavPac	NY7/4 Pa7/7 Ba7/10
6/4	Kirk	Robin	NY7/20
6/4	Karsik	Royal Inter	LA7/17 SF7/25 Se7/30 Va8/1 Po8/17
6/20	Mowbray	Robin	NY8/3
6/20	Afr Sun	Farrell	NY8/2
7/1	Charlotte	Lykes	N07/30
7/25	Ruth	Lykes	N08/21

#### PARANAGUA

5/10	Holberg	Nopal	N05/31 Ho6/3
5/15	Venezuela	Lloyd	NY5/31
5/15	Mormacswan	Mormac	NY6/9 Bo6/13 Ba6/15
5/19	Skogaland	Brodin	Ba6/4 NY6/6 Bo6/8 Pa6/10
5/19	Mexico	Lloyd	N06/11 Ho6/18
5/21	Mormacrey	Mormac	LA6/22 SF6/25 Po6/30 Se7/2 Va7/4
5/21	Trader	PAB	LA6/14 SF6/16 Va6/22 Se6/23 Po6/27
5/22	Mormackite	Mormac	Ba6/11 Pa6/13 NY6/15 Bo6/17 Mi6/21
5/22	Del Mundo	Delta	N06/15 Ho6/20
5/25	Axeldyk	Hol-Int	NY6/13 Ba6/16 Pa6/18 Ba6/19 HR6/22
5/25	Bolivia	Lloyd	NY6/10
5/26	Mormacowl	Mormac	Ja6/14 Bo6/18 NY6/19 Pa6/21 Ba6/23 Ni6/24
5/26	Nopal Branco	Nopal	N06/15 Ho6/18
5/28	Mormacrey	Mormac	LA6/22 SF6/25 Po6/30 Se7/2 Va7/4
5/30	Ravnanger	Wes-Lar	LA7/1 SF7/6 Po7/11 Se7/14 Va7/15
6/1	Mormacpenn	Mormac	Bo6/19 NY6/21 Pa6/25 Ba6/25
6/2	Itajai	Brodin	Ba6/23 NY6/25 Bo6/29 Pa6/30
6/3	Spenser	Lamp-Ho	NY6/23
6/4	Mormacmar	Mormac	LA7/6 SF7/9 Po7/14 Se7/16 Va7/18
6/5	Del Santos	Delta	N06/29 Ho7/4
6/5	Honduras	Lloyd	NY6/21
6/7	Mormacstar	Mormac	NY6/26 Bo6/28 Pa6/30 Ba7/2
6/11	Seafarer	PAB	LA7/6 SF7/8 Va7/14 Se7/15 Po7/19
6/11	Mormacmar	Mormac	LA7/6 SF7/9 Po7/14 Se7/16 Va7/18
6/14	Chile	Lloyd	N07/4 Ho7/11
6/15	Aagtedyk	Hol-Int	NY7/4 Bo7/7 Pa7/9 Ba7/10 HR7/11
6/17	Del Alba	Delta	N07/8 Ho7/13
6/26	Del Viento	Delta	N07/20 Ho7/25

#### PORT SWETTENHAM

5/30	British	Prince	Ha7/4 Bo7/7 NY7/8 Ba7/16
------	---------	--------	--------------------------

MAY, 1954

## Regular Service

From The Principal Brazilian Ports To:  
NEW YORK NEW ORLEANS



# Lloyd BRASILEIRO

(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

*Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.*

NEW YORK  
17 Battery Place

NEW ORLEANS  
305 Board of Trade Bldg.

Entrust your  
**Coffee Cargoes**  
(BRAZIL TO WEST COAST)  
to  
**Pacific-Argentine-Brazil Line**

...You Just Can't Beat  
P-A-B for Speed, Careful  
Handling and Personal  
Service!

PACIFIC-ARGENTINE-  
BRAZIL LINE, INC.  
POPE & TALBOT, INC.  
AGENTS

Acomoda-  
tions for 12  
passengers

**POPE & TALBOT  
LINES**

PACIFIC-ARGENTINE-BRAZIL LINE  
PACIFIC WEST INDIES - PUERTO RICO  
PACIFIC AND ATLANTIC INTERCOASTAL

EXECUTIVE OFFICES • 320 CALIFORNIA ST. • SAN FRANCISCO 4

SAILS	SHIP	LINE	DUE
6/29	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
7/29	Javanese	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
8/29	Cingalese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13

#### PUNTARENUS

5/12	Etna	Italian	LA5/23 SF5/27 Va6/1 Se6/6 Po6/9
5/24	La Hague	Independence	LA6/4 SF6/6 Po6/12 Va6/14 Se6/16
5/25	Cstl Avnturer	Grace	LA6/13 SF6/16 Se6/22
5/26	Lovland	UFruit	Cristobal <sup>2</sup> 6/7 NY6/15
5/31	Byfjord	UFruit	Cristobal <sup>2</sup> 6/12 N06/18
6/18	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/21
7/6	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
7/22	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 7/25
8/9	Cstl Avnturer	Grace	LA8/28 SF8/31 Se9/6

#### RIO de JANEIRO

5/12	Heranger	Wes-Lar	LA6/12 SF6/17 Po6/22 Va6/24 Se6/27
5/12	Del Monte	Delta	N05/29 Ho6/4
5/13	Mormacoak	Mormac	Ba5/30 Pa6/1 NY6/3 Bo6/5 Mi6/10
5/14	Holberg	Nopal	N05/31 Ho6/3
5/15	Evita	ArgState	NY5/27
5/18	Venezuela	Lloyd	NY5/31
5/19	Argentina	Mormac	NY6/1
5/20	Del Mar	Delta	N06/3
5/21	Mormacrey	Mormac	LA6/22 SF6/25 Po6/30 Se7/2 Va7/4
5/22	Skogaland	Brodin	Ba6/4 NY6/6 Bo6/8 Pa6/10
5/23	Mexico	Lloyd	N06/11 Mo6/18
5/27	Mormackite	Mormac	Ba6/11 Pa6/13 NY6/15 Bo6/17 Mi6/21
5/27	Trader	PAB	LA6/14 SF6/16 Va6/22 Se6/23 Po6/27
5/28	Bolivia	Lloyd	NY6/10
5/29	Del Mundo	Delta	N06/15 Ho6/20
5/29	Axeldyk	Hol-Int	NY6/13 Bo6/16 Pa6/18 Ba6/19 HR6/22
5/30	Nopal	Branco	N06/15 Ho6/18
6/3	Del Norte	Delta	N06/17
6/4	Mormacmar	Mormac	LA7/6 SF7/9 Po7/14 Se7/16 Va7/18
6/4	Ravnanger	Wes-Lar	LA7/1 SF7/6 Po7/11 Se7/14 Va7/15
6/8	Itajai	Brodin	Ba6/23 NY6/25 Bo6/29 Pa6/30
6/8	Honduras	Lloyd	NY6/21
6/12	Heranger	Wes-Lar	SF6/17 LA6/19 Po6/22 Va6/24 Se6/27
6/12	Del Santos	Delta	N06/29 H07/4
6/17	Del Sud	Delta	N07/1

SAILS	SHIP	LINE	DUE
6/18	Seafarer	PAB	LA7/6 SF7/8 Va7/14 Se7/15 Po7/19
6/18	Chile	Lloyd	N07/4 Ho7/11
6/19	Aagtedyk	Hol-Int	NY7/4 Bo7/7 Pa7/9 Ba7/10 HR7/11
6/21	Del Aliba	Delta	Ho7/13
7/3	Del Viento	Delta	N07/20 Ho7/25
7/8	Del Mar	Delta	N07/22

#### SAN JOSE

6/3	Cstl Avnturer	Grace	LA6/13 SF6/16 Se6/22
6/9	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/21
7/13	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 7/25
7/15	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
8/18	Cstl Avnturer	Grace	LA8/28 SF8/31 Se9/6

#### SANTOS

5/10	Heranger	Wes-Lar	SF6/17 LA6/19 Po6/22 Va6/24 Se6/27
5/10	Del Monte	Delta	N05/29 H06/4
5/12	Mormacoak	Mormac	Ba5/30 Pa6/1 NY6/3 Bo6/5 Mi6/10
5/12	Holberg	Nopal	N05/31 Ho6/3
5/13	Evita	ArgState	NY5/27
5/17	Venezuela	Lloyd	NY5/31
5/17	Argentina	Mormac	NY6/1
5/19	Del Mar	Delta	N06/3
5/20	Mormacswan	Mormac	NY6/9 Bo6/11 Pa6/13 Ba6/15
5/21	Skogaland	Brodin	Ba6/4 NY6/6 Bo6/8 Pa6/10
5/25	Trader	PAB	LA6/14 SF6/16 Va6/22 Se6/23 Po6/27
5/26	Mormackite	Mormac	Ba6/11 Pa6/13 NY6/15 Bo7/17 Mi6/21
5/26	Mormacrey	Mormac	LA6/22 SF6/25 Po6/30 Se7/2 Va7/4
5/26	Del Mundo	Delta	N06/15 Ho6/20
5/27	Axeldyk	Hol-Int	NY6/13 Bo6/16 Pa6/18 Ba6/19 HR6/22
5/27	Bolivia	Lloyd	NY6/10
5/28	Nopal Branco	Nopal	N06/15 Ho6/18
5/30	Siddons	Lamp-Ho	NY6/18
5/31	Mormacowl	Mormac	Jx6/14 Bo6/18 NY6/19 Pa6/21 Ba6/23 Nf6/24
6/2	Del Norte	Delta	N06/17
6/2	Ravnanger	Wes-Lar	LA7/1 SF7/6 Po7/11 Se7/14 Va7/15
6/5	Itajai	Brodin	Ba6/23 NY6/25 Bo6/29 Pa6/30
6/5	Mormacpenn	Mormac	Bo6/19 NY6/21 Pa6/23 Ba6/25
6/5	Spenser	Lamp-Ho	NY6/23

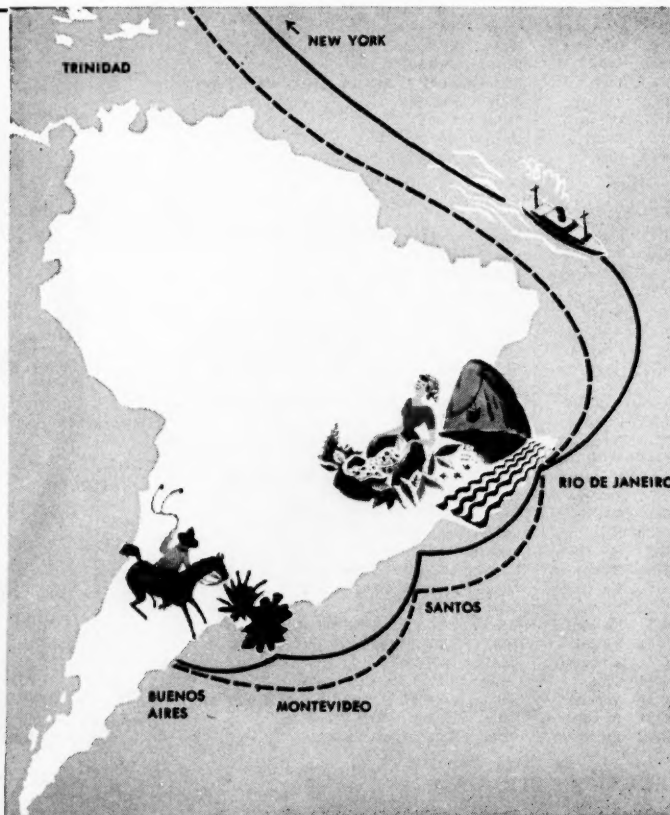
Where you want it...

When you want it...

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

## ARGENTINE STATE LINE

Boyd, Weir and Sewell, Inc., General Agents  
24 State Street, New York 4, N. Y., Tel. BO 9-5660





SAILS	SHIP	LINE	DUE
6/7	Brazil	Mormac	NY6/21
6/7	Honduras	Lloyd	NY6/21
6/9	Del Santos	Delta	N06/29 Ho7/4
6/9	Mormacmar	Mormac	LA7/6 SF7/9 Po7/14 Se7/16 Va7/18
6/11	Mormacstar	Mormac	NY6/26 Bo6/28 Pa6/30 Ba7/2
6/16	Seafarer	PAB	LA7/6 SF7/8 Va7/14 Se7/15 Po7/19
6/16	Del Sud	Delta	N07/1
6/16	Chile	Lloyd	N07/4 Ho7/11
6/18	Aagtedyk	Hol-Int	NY7/4 Ba7/7 Pa7/9 Ba7/10 HR7/11
6/19	Del Alba	Delta	N07/8 Ho7/13
6/30	Del Viento	Delta	N07/20 Ho7/25
7/7	Del Mar	Delta	NC7/22

#### VICTORIA

5/14	Del Monte	Delta	N05/29 Ho6/4
5/25	Mexico	Lloyd	N06/11 Ho6/18
5/31	Del Mundo	Delta	N06/15 Ho6/20
6/14	Del Santos	Delta	N06/29 Ho7/4
6/20	Chile	Lloyd	N07/4 Ho7/11
6/23	Del Alba	Delta	N07/8 Ho7/13
7/5	Del Viento	Delta	N07/20 Ho7/25

#### CHAMPERICO

6/4	Cstl Avnturer	Grace	LA6/13 SF6/16 Se6/22
7/16	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
8/19	Cstl Avnturer	Grace	LA8/28 SF8/31 Se9/6

#### CORINTO

5/12	Copan	UFruit	Cristobal <sup>2</sup> 5/20 NY5/28
5/25	La Hague	Independence	LA6/4 SF6/6 Po6/12 Va6/14 Se6/16
5/29	Lovland	UFruit	Cristobal <sup>2</sup> 6/7 NY6/15
5/29	Cstl Avnturer	Grace	LA6/13 SF6/16 Se6/22
6/2	Byfjord	UFruit	Cristobal <sup>2</sup> 6/12 N06/18
6/14	Anchor Hitch	Grace	Cristobal <sup>1</sup> 6/21
7/10	Anchor Hitch	Grace	LA7/25 SF7/28 Se8/3
7/18	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 7/25
8/13	Cstl Avnturer	Grace	LA8/28 SF8/31 Se9/6

#### CRISTOBAL

5/21	Copan	UFruit	NY5/28
5/24	Fiador Knot	UFruit	N05/30
6/4	Karsik	Royal Inter	LA7/17 SF7/25 Se7/30 Va8/1 Po8/17
6/7	Lempa	UFruit	N06/13
6/21	Fiador Knot	UFruit	N06/27

#### DAR es SALAAM

5/11	Afr Planet	Farrell	NY6/11
5/29	Kertosmono	JavPac	NY7/6 Pa7/8 Ba7/10
6/10	Afr Rainbow	Farrell	NY7/10
6/19	Charlotte	Lykes	N07/30
7/1	Afr Sun	Farrell	NY8/2
7/14	Ruth	Lykes	N08/21

#### TEA BERTHS

#### CALCUTTA

5/22	City Liverpool	Ell-Buck	Bo6/24 NY6/25 Pa6/27 N16/29 Ba7/1
5/28	Wonosari	JavPac	SF6/10 LA6/15 Po6/29 Se7/4 Va7/8
6/8	Bawean	JavPac	SF7/11 LA7/16 Po7/30 Se8/4 Va8/8

#### COCHIN

5/11	Hulda	Maersk	NY6/9
6/10	British	Prince	Ha7/4 Bo7/7 NY7/8 Ba7/16
7/10	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
8/10	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13
10/10	Cingalese	Prince	Ha11/3 Bo11/6 NY11/7 Ba11/13

#### COLOMBO

5/12	Lawak	JavPac	LA6/27 SF6/30 Po7/5 Se7/8 Va7/12
6/7	British	Prince	Ha7/4 Bo7/7 NY7/8 Ba7/16
6/8	Else	Maersk	NY7/13
6/19	Fernland	Barb-Frn	Gulf 8/2
7/5	Fernhill	Barb-Frn	Gulf 8/16
7/7	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13

MAY, 1954

## FOR FAST DEPENDABLE DELIVERY

... of your mild coffees  
to United States markets ...  
rely on

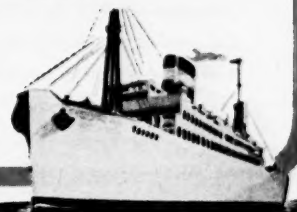
## UNITED FRUIT COMPANY STEAMSHIP SERVICE

Regular Sailings between

GUATEMALA      NICARAGUA  
EL SALVADOR    COSTA RICA  
HONDURAS      COLOMBIA

and NEW YORK · NEW ORLEANS · HOUSTON  
and other U.S. ports

NEW YORK:  
Pier 3, North River  
NEW ORLEANS:  
321 St. Charles St.



## SHIP VIA GSA

Fortnightly service ... with limited  
Passenger Accommodation.  
Expert cargo handling.  
Contact us today!

GULF & SOUTH AMERICAN STEAMSHIP CO., INC.  
620 Gravier Street      New Orleans, La.

"IN OTHER CITIES CONTACT GRACE OR LYKES"

# NOPAL LINE

The Northern Pan-American Line A/S  
Oslo

Regular Service  
Fast Norwegian Motorships

Coffee Service  
Brazil/U. S. Gulf

## General Agents

Oivind Lorentzen, Inc.  
21 West Street, New York 6, N. Y.  
WHitehall 3-1572

New Orleans—Biehl & Co., Inc., Pere Marquette Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freightling Corporation, Inc.



## FAITHFUL SERVANTS OF THE COFFEE TRADE

Operating on regular itineraries geared to the needs of the coffee trade; swift, modern Grace Line Santa ships provide year-round American-Flag service from the Coffee Ports of:

COLOMBIA  
VENEZUELA  
ECUADOR  
PERU  
and West Coast of  
CENTRAL AMERICA

to

NEW YORK      LOS ANGELES  
JACKSONVILLE      SAN FRANCISCO  
PHILADELPHIA      SEATTLE  
BOSTON      VANCOUVER, B. C.  
BALTIMORE

## GRACE LINE

19 Hanover Square, New York 5, N. Y.  
Tel. DIgby 4-6000  
Agents and Offices in All Principal Cities



SAILS	SHIP	LINE	DUE
7/8	Oluf	Maersk	NY8/14
7/19	Bonneville	Barb-Frn	Gulf 8/30
8/7	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13
8/8	Lexa	Maersk	NY9/9
9/8	Leise	Maersk	NY10/13
10/7	Cingalese	Prince	Hall/3 Boll/6 NY11/7 Ball/13
10/8	Hulda	Maersk	NY11/9

## DJAKARTA

5/11	British	Prince	Ha7/4 Bo7/7 NY7/8 Ba7/16
5/12	Glenville	Barb-Frn	Gulf 7/16
5/19	Else	Maersk	NY7/13
5/28	Fernland	Barb-Frn	Gulf 8/2
6/7	Eastern	Prince	Ha8/3 Bo8/6 NY8/7 Ba8/13
6/12	Fernhill	Barb-Frn	Gulf 8/16
6/18	Oluf	Maersk	NY8/14
6/28	Bonneville	Barb-Frn	Gulf 8/30
7/7	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13
7/18	Lexa	Maersk	NY9/9
8/18	Leise	Maersk	NY10/13
9/7	Cingalese	Prince	Hall/3 Boll/6 NY11/7 Ball/13
9/18	Hulda	Maersk	NY11/9

## HONG KONG

5/12	Dale	Pioneer	NY6/17
5/13	Lake	Pioneer	NY7/4
5/18	Chastine	Maersk	SF6/11 NY6/28
6/3	Johannes	Maersk	SF6/26 NY7/13
6/18	Nicoline	Maersk	SF7/13 NY8/1
7/3	Trein	Maersk	SF7/26 NY8/14
7/18	Anna	Maersk	SF8/11 NY8/30
8/3	Peter	Maersk	SF8/26 NY9/14

## KOBE

5/10	Maren	Maersk	SF5/26 NY6/12
5/16	Dale	Pioneer	NY6/17
5/22	Yamateru	Yamashita	LA6/9 Cr6/19 NY6/25
5/25	Chastine	Maersk	SF6/11 NY6/28
6/11	Johannes	Maersk	SF6/26 NY7/13
6/25	Nicoline	Maersk	SF7/13 NY8/1
6/27	Yamafuku	Yamashita	SF7/14 LA7/16 Cr7/26 NY7/31
7/11	Trein	Maersk	SF7/26 NY8/14
7/26	Anna	Maersk	SF8/11 NY8/30
8/11	Peter	Maersk	SF8/26 NY9/14

## SHIMIZU

5/13	Maren	Maersk	SF5/26 NY6/12
5/24	Yamateru	Yamashita	LA6/9 Cr6/19 NY6/25
5/28	Chastine	Maersk	SF6/11 NY6/28
6/14	Johannes	Maersk	SF6/26 NY7/13
6/28	Nicoline	Maersk	SF7/13 NY8/1
6/29	Yamafuku	Yamashita	SF7/14 LA7/16 Cr7/26 NY7/31
7/14	Trein	Maersk	SF7/26 NY8/14
7/29	Anna	Maersk	SF8/11 NY8/30
8/14	Peter Maersk	Maersk	SF8/26 NY9/14

## TANGA

5/20	Mayo	Lykes	Gulf 6/24
5/30	Afr Rainbow	Farrell	NY7/10
6/4	Karsik	Royal Inter	LA7/17 SF7/25 Se7/30 Va8/1 Po8/17
6/21	Afr Sun	Farrell	NY8/2
6/25	Charlotte	Lykes	N07/30
7/20	Ruth	Lykes	N08/21

## YOKOHAMA

5/15	Maren	Maersk	SF5/26 NY6/12
5/19	Dale	Pioneer	NY6/17
5/26	Yamateru	Yamashita	LA6/9 Cr6/19 NY6/25
5/31	Chastine	Maersk	SF6/11 NY6/28
6/15	Johannes	Maersk	SF6/26 NY7/13
6/30	Nicoline	Maersk	SF7/13 NY8/1
6/30	Yamafuku	Yamashita	SF7/14 LA7/16 Cr7/26 NY7/31
7/15	Trein	Maersk	SF7/26
7/31	Anna	Maersk	SF8/11 NY8/30
8/15	Peter	Maersk	SF8/26 NY9/14

<sup>1</sup> Accepts freight for New York, with transshipment at Cristobal C. Z.  
<sup>2</sup> Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

## trends in African coffees

(Continued from page 14)

per month in Addis Ababa is 0.3 kilos, giving, in that city alone, an annual consumption of 18,700 bags.

No really reliable figures of production are available, since practically all the coffee is grown wild in forests. Nevertheless, in recent years picking coffee has become a more profitable occupation and production has increased. Legislation has been passed in connection with better processing, grading and handling of coffee. New plantings have been made, though any major increase can only come about by better managing of the natural forests, and this will take some time.

In British West Africa, no coffee was exported during 1952 by the Sierra Leone Marketing Board, owing to smuggling into adjoining French territories. With the end of the Ministry of Food contract, the Board has been able to raise prices paid to producers and uncertain quantities are expected to be exported in future.

From the Gold Coast, Nigeria and the British Cameroons, very small parcels have appeared on the London market.

In Liberia, reports from Monrovia indicate a rising production in years to come. There have been new plantings under the stimulus of current high prices. Production is expected to be about 5,100 bags this season.

The 1952 Spanish Guinea crop is put at between 90,100 and 92,700 bags, all of which is consumed in Spain. Forecast for the current crop is 100,000 bags. Production is increasing yearly, but very slowly. New plantings are expected next year.

## Now . . . it's instants for restaurants

(Continued from page 28)

the glass server, fills from the Instant Water Heater, stirs and serves. Warming units can be installed at convenient serving locations. The water heaters, too, are said to be inexpensive enough to permit multiple installation at convenient serving locations to provide high volume output.

Among the several features of the heater is a pull-forward faucet with an aerator for instant diffusion. Delivery pressure can be regulated down to permit single cup draw. An indicator light is off only when the water has reached the required temperature.

Instants are moving into the restaurant market. How fast they move, and how far, only time will tell.

## research firm solves own coffee break

(Continued from page 13)

tenance employee spending several hours daily washing and drying all the cups."

Mr. Moore said that on the basis of experience at Snell's the paper containers do not affect the taste of the coffee.

"I'd say that the quality of the coffee used and the method of brewing determines the flavor and taste of coffee, rather than the container it's drunk from," he added.

The actual brewing of the coffee is done first thing in the morning by a woman whose main job is cleaning and

washing all the test tubes, beakers and other glassware used in the laboratories.

Sometime between 9:30 a.m. and 10:00 a.m., the familiar cry, "Coffee!" rings in the corridor of each floor, followed by a building maintenance man wheeling a cart. On the cart are several steaming pots of coffee, sugar and cream, and a stack of paper cups. The cart stops at a central point where the coffee drinkers converge. Each person serves himself.

The procedure is followed every working day of the year.

## Senate coffee probers

(Continued from page 10)

and does its own roasting, packing and merchandising.

Joseph W. Upton, price maker of the Washington division of Safeway Stores, told the subcommittee that coffee sales in the Washington area have declined by from seven to 18 per cent since the price jump early this year.

Mr. Upton testified that coffee sales increased 17 per cent during the month of January over the same period for the previous year.

But during the month of February sales dropped about seven per cent and in March by 18 per cent, compared to the corresponding periods of the previous year.

Mr. Upton agreed with Senator Frederick G. Payne that some of the increase in January may have been due to housewives stocking up because they had read in the newspapers about the impending retail price increases.

(Continued on page 54)

## MALZONI & CO., LTD.

Coffee Exporters  
SANTOS - BRAZIL

Represented in all U.S.A. by  
OTIS, McALLISTER CO.

## ORTEGA AND EMIGH, INC.

Coffee Importers

Quality Coffees From

COLOMBIA-SANTOS  
GUATEMALA-EL SALVADOR-COSTA RICA  
MEXICO-NICARAGUA

461 Market St. San Francisco

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:		Total	Visible Supply—1st of Month		Total
		Brazil	Others		Brazil	Others	
1952							
October .....	1,724	1,182	819	2,001	1,036	436	1,572
November .....	1,235	760	557	1,317	773	296	1,069
December .....	2,002	955	894	1,849	822	216	1,038
1953							
January .....	1,764	804	942	1,746	730	321	1,051
February .....	1,733	721	948	1,669	756	441	1,197
March .....	1,666	734	1,022	1,756	832	438	1,270
April .....	2,039	753	1,351	2,104	835	375	1,210
May .....	1,080	539	663	1,202	644	403	1,047
June .....	1,475	576	744	1,320	475	574	849
July .....	1,501	734	949	1,683	624	470	1,094
August .....	1,079	408	630	1,038	712	38	750
September .....	2,157	1,090	836	1,926	724	401	1,125
October .....	1,313	732	766	1,498	720	483	1,203
November .....	1,551	761	701	1,388	863	365	1,228
December .....	2,181	1,142	1,095	2,237	1,203	332	1,535
1954							
January .....	998	838	821	1,659	1,075	385	1,460
February .....	1,746	664	1,278	1,942	881	511	1,392
March .....	1,866	735	1,224	1,959	755	479	1,234
April (1-27) .....	1,150	561	669	1,230	.....	.....	.....

*Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)*

### The coffee outlook

The spectacular upward march in coffee prices has ended. What we have been experiencing instead is no less spectacular, but much less consistent.

Now the movements are down as well as up.

Coffee men have discovered it has become possible to operate on both sides of the market.

All that is required is an enormous amount of capital, even for modest operations, a close and continuous study of every phase of the coffee scene, and the boldness to invest in conclusions.

Probably the one element of which the largest quantity is needed is boldness. Markets which bounce the limit both ways in a single session are not unknown.

But even the violence of the price movements, because they are losing their novelty, are no longer startling.

One coffee man commented, with an undertone of amazement, that if you live with fireworks long enough, the dazzling displays no longer dazzle.

Testimony in Washington by leading roasters that their volume dropped in February and in March had an effect.

But one observer pointed out that the figures were mostly for can volume, and therefore the drop was somewhat deceptive. Some of the loss in can volume has moved to bag coffee, which has a price edge.

From Europe came a report that the markets there were rather well supplied, and that the situation will not be critical—if there is a "crisis"—before next September or October, when most of the European roasters replenish stocks for the winter season.

A good deal of attention is being paid to favorable reports on Colombia's 1953-54 crop. U.S.D.A. puts it at 6,700,000 bags, with a bumper 7,000,000 bags expected in 1954-55.

Anyone who has had the feeling that the crisis is over can be disillusioned by the crop of coffee "extenders" which has hit the U.S. market.

A great counter-offensive by the coffee industry, to hold the U. S. market and lay a base for new expansion, is yet to be projected.

OVER TWENTY-FIVE YEARS OF CONTINUOUS DEPENDABLE SERVICE TO THE COFFEE TRADE

**IVARAN**  
*Lines*

**STOCKARD & COMPANY, INC., GENERAL AGENTS**

17 Battery Place, New York, N. Y., Whitehall 3-2340  
BALTIMORE: 225 E. Redwood St., Saratoga 2607 • PHILADELPHIA: 101 Bourse Bldg., Walnut 2-2152

**AGENCIA de VAPORES GREIG S/A**

15 days service from Santos to New York

Rio de Janeiro  
Praça Maua 7

Santos  
Praça de Republica 46

Serving The Coffee, Tea & Spice Trade For Many Years

**Brookhattan Trucking Co., Inc.**

57 FRONT ST.

NEW YORK 4, N. Y.

BOWling Green 9-0780

*Import, Export and Bonded Trucking*

*Riverfront Warehouses*

**Bowne Morton's Stores, Inc.**

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOWling Green 9-0780  
*Free And Bonded Warehouses*



---

# Editorials

---

## Coffee's counter-offensive

Only now are we beginning to see some of the effects of the coffee price situation.

These effects are showing up in the rash of coffee "extenders" which are hitting the market. They are becoming visible in the upsurge of the "high roast" as a supposed key to cup economy in the restaurant, and, now, in the home.

These developments point up one fact—that the coffee industry has not yet come up with a great counter-offensive to regain lost ground, to pave the way for eventual new advances.

That's why the study of profitable coffee brewing in restaurants launched by The Coffee Brewing Institute, with the cooperation of the National Restaurant Association, is so welcome.

After a period of defensive actions, this is a shift to the offensive. It is a positive, forward-looking, fundamental step in one of coffee's major markets.

The flurry of "extenders" and high roast claims only underlines the constructive nature of the study.

We are sure coffee men everywhere will welcome this study—and will hope it is only the opening gun.

We are sure because we know coffee men are not in this business on a hit-and-run basis. They're in for the long pull, and they're concerned with steps to improve the fundamental health of the market on which their economic well-being depends.

## The open letters

Hundreds of coffee men have written us about our open letters on the price of coffee.

There were two letters. The first, "The price of coffee", appeared as an editorial, in this department, in our January issue. The second was specifically for restaurant men.

Both letters were made available to coffee firms as reprints.

This note is, in part, a further report to you on what happened.

More than 96,000 reprints of "The price of coffee" were ordered by packers throughout the country.

As this is being written, 37,000 copies of "The price of restaurant coffee," a two-page reprint, have been ordered. This last figure is an interim one. Requests are still coming in.

In part, this note is by way of acknowledgment. We want to tell you how gratified we are by your comments, apart from orders for the reprints.

You've told us you feel the open letters were enor-

mously helpful when you needed such ammunition the most. You've explained that the letters were helpful to your sales staff, to your grocer and restaurant customers, and through them even did some good among ultimate consumers.

You've taken the trouble to mention you were able to use some of the facts in the letters in your own leaflets, in newspaper and radio interviews, in talks before trade and consumer groups.

The point is, your comments are both encouraging and stimulating. They are a source of inspiration for new efforts to be of sound, constructive service to the industry.

## Tea's bigger push

In the United States, tea is a growing industry.

You can see it in many ways.

You can see it in the figures. For example, in the 25 per cent increase in packer sales the first quarter of this year, compared to last—which itself was a better quarter than the year before.

That's a big increase, despite the qualifications, such as the likelihood that some of the volume is for inventory.

You can see it in the morale. Tea people are optimistic, enthusiastic, aggressive. Tea meetings—like the mid-year Tea Association get-together last month—are better attended than ever before.

You can see it in public interest. More people are drinking tea at home, and asking for it in restaurants. Grocers and restaurateurs know this, and are more receptive than ever before to tea tie-ins.

You can see it in other ways. Young men are coming in to see us, asking questions about the industry. They are thinking of it as a field for a career. They like its vigor. They think it has a future.

Now that the turn has been made and the market is being enlarged, the industry has come to a basic decision about promotion in the period ahead.


That decision is to make tea's big push bigger.

Starting June 1st, the Tea Council will increase its annual media expenditure by one-third—and by doing so will increase advertising impressions for tea more than six times.

The television spot campaign for tea will run throughout the year in basic markets.

Tea's bigger push gets underway this iced tea season.

Alert packers will find ways to harness the national momentum for their own brands. The Tea Council is making it easier, by providing point-of-sale pieces for distribution to grocers and restaurants at actual printer's cost.



*Importers  
to the Tea Trade  
since 1846*

— • —

**Carter, Macy Company, Inc.**

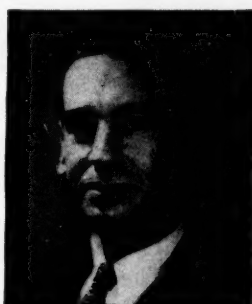
37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

# Tea Council's 1954 iced tea drive opens year round television spot campaign

On June 1st, 1954, when its iced tea campaign gets underway in 29 major markets, the Tea Council will be starting an all-year-round television spot campaign.

This marks an important departure from anything it has done in the past, it is pointed out by Anthony Hyde, executive director of the Tea Council of the U.S.A., Inc. Under the plan starting June 1st, according to Mr. Hyde, the Tea Council will increase its annual media expenditure about 25 per cent, and expects in return to increase its advertising impressions by 100 per cent.



Anthony Hyde

For the past two years, the Tea Council has advertised hot tea in the top ten to 12 markets which account for 40 per cent of total grocery food sales. The campaign has run for a period of 20 weeks, from October to March. The Council then dropped out of the market until May in the South and June up North, when it undertook its iced tea campaign, which ran, on an average, for seven weeks in 27 markets.

Under the new plan, there will be ten major markets where the Council's campaign will run 52 weeks out of every year.

In addition, 18 markets in the South will be treated as "iced tea only" cities. They will receive seven weeks of iced tea television spots each year. And there will be two markets which will receive advertising on a 27-weeks-a-year basis.

In explaining the reasons for the change in advertising strategy, Mr. Hyde stated: "Ever since we started to use filmed television spots in 1952, we have been searching for the best way to make \$1,000,000 produce results for two different advertising campaigns, one for iced tea, the other for hot tea. In our opinion, in today's market, \$1,000,000 is a small budget to spend even on just one product. This is especially true in the beverage field, where competition among brands and between industries is so keen.

"For example, the total tea industry expenditure probably runs around \$11,000,000 to \$12,000,000 per year, while soft drinks are spending about \$75,000,000; beer \$100,000,000; coffee \$51,000,000; milk \$27,000,000.

"And it's not only that we have to sell two products in contention with around \$200,000,000 worth of advertising competition, we also have one product, hot tea, which must be re-positioned in the public's mind. Everybody thinks they know all about tea. Almost everybody has tasted it. How do you make tea sound like 'news'? For-

tunately, something has happened in the beverage market in recent months that has made people take a second look at tea.

"On the positive side, we have been making progress for the past several years. Retail tea sales were up seven per cent in 1953, and this was on top of a six per cent gain in 1952. The entire tea trade deserves credit for these substantial gains, the most hopeful signs the industry has had in the past 50 years. And the Tea Council's advertising campaign obviously has played an important role, too. The Leo Burnett Co. has done an outstanding job in developing two such powerful campaigns as 'Take Tea and See' for hot tea, and 'The Summertime Refresher that doesn't leave you thirsty' for iced tea.

"In projecting these campaigns, television has provided us with a very effective means of getting people's attention, and in arousing their interest sufficiently to have them stand still and consider our sales message. We have been very happy with our use of television in the past. We have hopes for our new media plan as an even more effective way to promote our products."

The ten markets which will receive Tea Council spots on a 52-week basis are:

Baltimore	Los Angeles
Boston	New York
Chicago	Philadelphia
Cleveland	Pittsburgh
Detroit	Washington, D. C.

These markets do 37 per cent of all grocery food sales and have a total of 15,000,000 television homes.

(Continued on page 50)



One of the point-of-sale pieces available for restaurant use to back up the iced tea drive. This is a four-color table tent.

# a glossary of tea tasting terms



*In the profession of tea tasting, a host of technical terms are used. Each term has a well defined, specific meaning. This terminology represents a considerable achievement.*

*You can better appreciate the achievement when you think of what it is the terms describe—relatively slight differences in the seemingly vague realms of appearance, aroma and taste.*

*This glossary of tea tasting terms, issued by the Scientific Department of the Indian Tea Association, replaces an earlier compilation. It centers on the more common terms used particularly in connection with teas grown in North-east India.*

## Part 2

**COMMON**—Generally applied to a low class of tea; rather worse than plain.

**COPPERY**—Describes the infused leaf color of a black tea. Coppery infused leaf usually denotes a good quality tea which has been carefully manufactured, generally during the second flush or Autumnal periods.

**CREAM**—The precipitate obtained when good strong tea cools. Cream in tea is a combination of catechin with caffeine. This remains in solution in the hot tea infusion. On cooling this is thrown out of solution and so remains suspended. After long standing it settles at the bottom. A bright cream indicates a good tea, whereas a dull or muddy cream is indicative of an inferior tea.

**CREPY**—A crimped appearance of the dry leaf usually applied to the leaf appearance of a B.O.P. grade. Is a popular style with tea blenders for "holding", in the packet, fannings or small quantities of dust. With a flat leaf, smaller tea would tend to sink to the bottom of the container.

**CROPPY**—Bright and creamy tea liquor with an attractive fresh character, found only in some first and second flush Assam teas.

**CURLY**—Used when describing the leaf appearance of whole leaf grades, *i.e.*, O.P. and long leafed pekoe, as opposed to wiry.

**CUT**—Synonymous to choppy but often applied to broken grades.

**DARK**—This term is used to describe the color of the infused leaf. Infused leaf being dark or dull in color denotes a poor tea.

Common tea, poor quality tea, teas over-fermented or teas suffering from bacterial infection are all likely to produce dark or dull infusions.

**DISCOLORED LEAF**—Self explanatory term used to describe tea leaf after manufacture. Discolored leaves in a grade of tea are usually the result of one of the following:

(a) Uneven and low withers.

(b) Insufficient rolling to distort cells and so allow fermentation. May be due to overcharging of rollers.

(c) Tobacco cut manufacture from unwithered leaf.

(d) Very coarse plucking.

(e) Damaging or heating of the leaf between plucking and rolling.

Green leaf in black tea is simply leaf which has failed to ferment.

**DRY**—Slight bakiness in cup, *i.e.*, slightly high fired or scorched character. The term is also used to indicate a lack of fullness due to under-fermentation, but this meaning is by no means general.

**DULL**—Dull as applied to infused leaf (*see* "dark").

A liquor described as being dull in cup is a liquor which is neither clear nor bright to the eye nor lively to the palate. Dull liquors result from bacterial infection or excessive heating of the leaf when in the green leaf stage. Certain firing conditions will also produce dull liquors.

The term is also used to describe the appearance of the dry leaf when it lacks bloom and has a dull appearance. Dullness as applied to dry leaf is generally caused by faults in the sorting room, *e.g.*, over-sorting, sagging meshes, etc. These faults tend to rub off the varnish-like coating found on the black leaf.

**DULL TIP**—Tip which is neither golden, silvery nor pale. It results from abrasion of hairs on the tip and often follows an overcharge or excessive pressures during rolling. Similar abrasion may also occur during firing, and more especially sorting.

Insufficient hair development on the bud will also result in dull tip.

**EARTHY**—A liquor taste found in tea stored under damp conditions. Tea left on sorting room floors for unreasonable lengths of time will acquire this taste. This is especially so where the floor is concrete and is inclined to be continually damp.

(Continued on page 48)



# Biggest TV Campaign Iced Tea ever had starts June 1<sup>ST</sup>

*Tea Council to run new TV campaign...*

*More daytime, nighttime spots  
than ever before in 29 key markets\**

HERE'S JUST A  
SAMPLE SECTION OF  
THE NEW ICED TEA SPOTS  
MILLIONS OF THIRSTY  
AMERICANS  
WILL SEE



The heat got her man and he started to melt...



...Then she served him Iced Tea...



... how refreshed he felt!



You need the summertime refresher...



A glass of Iced Tea.

## \*JUST LOOK AT THESE 29 MARKETS:

New York  
Chicago  
Los Angeles  
Philadelphia  
Boston  
Detroit  
Cleveland  
Washington  
Baltimore  
Pittsburgh

Providence  
St. Louis  
Buffalo  
Cincinnati  
Dallas-Ft. Worth  
Houston  
Atlanta  
Indianapolis  
Charlotte  
New Orleans

Greensboro  
Birmingham  
Louisville  
Memphis  
Norfolk  
Miami  
San Diego  
San Antonio  
Richmond

# tea council



of the U. S. A., Inc.

500 Fifth Avenue

New York 36, New York

# sees no easing in tea prices before September

Tea will not begin to move in volume to Calcutta before September. Its weight will be felt only then, and there seems little prospect of any substantial price setback in the interval.

This view is offered by a Calcutta correspondent of *The Tea and Rubber Mail*, London.

Here's the way the position is explained:

It would scarcely be correct to attribute this position to any overall shortfall in world crops, which, in fact, are reckoned to be about 2,500,000 pounds more than in the previous year, and the more reasonable inference is a rise in world consumption far exceeding the 2,500,000 pound crop increase.

This has, no doubt, been helped in North America by the abnormal rise in coffee prices, and in Britain by the derationing of tea and sugar. But it is also probably true that the "pipeline" from grower to consumer is less generously supplied than before the war, and for that reason the retail market is more vulnerable to sudden shortages.

In India, the government's estimate of domestic needs is considered by many people to be at least 10,000,000 pounds too low, and the Indian market has given the trade a sharp reminder that if supplies are insufficient, it may outbid the overseas buyers. It now seems that the industry's future here depends largely on the tea-growers, and its own interests argue against any return to indiscriminate plucking, although maximum production may certainly be attempted.

The reasonable policy would be to gear the crop in quality as well as in quantity to the consumers' requirements, and opinion here seems to be that the producers should aim at as large a crop as possible on last year's quality standard. This would retain the consumer's taste, and the retail cost is still comparatively low in relation to competing beverages.

It has been noted with interest that in rejecting a proposal to reintroduce tea control, the British Food Minister denied that by controlling tea prices to the consumer tea prices would necessarily come down.

Export quota rates have been less encouraging than the strength of export demand. Permits were issued during the season for 470,000,000 pounds in quotas and special licences, and so far only about 440,000,000 pounds seem to have been used. These permits for 30,000,000 pounds will be available until next month (April), when the estates in North India are closed and the South can scarcely supply such a quantity.

Quota prices began to fall after the middle of last month, because although some speculators here were known to be holding quota rights for 20,000,000 pounds or more, they would become invalid with the end of the season.

This season's increase has been about one quarter, explained mainly by Britain and Eire.

Latest available official details are that India produced 629,200,000 pounds of tea in 1951, 620,000,000 pounds in 1952, and 608,000,000 pounds in 1953.

Exports were, according to official figures: 439,239,823



Contour planting of tea in South India.

pounds in 1950-51; 425,482,267 pounds in 1951-52; and 423,742,531 pounds in 1952-53.

India spent on tea propaganda in foreign countries Rs.27,13,680 in the year 1952-53. During preceeding years the expenditures on this account were: Rs.25,40,941 in 1948-49; Rs.43,69,463 in 1949-50; Rs.50,35,657 in 1950-51, and Rs.52,74,471 in 1951-52.

Progress of North Indian exports from April to the end of January in each of the last three seasons has been (in millions of pounds):

	1951-51	1952-53	1953-54
Britain .....	200.74	192.50	262.33
Canada .....	9.94	12.44	13.03
United States .....	13.45	17.03	15.62
Erie .....	20.45	9.82	20.03
Egypt .....	2.01	5.57	7.84
Red Sea Ports .....	2.28	7.76	6.07
Amsterdam and Rotterdam .....	3.25	5.13	3.52
Hamburg and Bremen .....	1.74	1.92	3.59
Istanbul .....	3.63	4.04	3.24
Persian Gulf .....	7.06	7.31	3.87
Australia .....	3.54	6.03	1.43
New Zealand .....	0.24	0.74	1.02
Other places .....	20.49	11.32	9.08
Total .....	288.82	281.61	350.67

## "Coolest Drink" is Lipton slogan for outdoor advertising on iced tea

"Coolest Drink Under the Sun" will again be the outdoor advertising theme for Lipton iced tea on 3,400 billboards across the nation this spring and summer.

Beginning in May, 17,500 car cards in New York City, Boston, Chicago, Philadelphia, and Washington, D. C., will keep the same theme before riders on subway and bus.

A fiery Old Man Sol will be contrasted against a tall, frosty glass of Lipton iced tea in a different design monthly.

## **Battelle Institute to develop tea brewing equipment for restaurants, institutions**

The National Restaurant Association has retained the Battelle Memorial Institute, Columbus, Ohio, to develop tea brewing equipment tailor-made to the requirements of restaurants and institutions.

The program will be financed by a grant from the Tea Council of the U.S.A., Inc.

The need for such equipment has long been recognized by both the tea and restaurant industries. Statistics show that people drink tea only half as often when they eat out as they do at home because they don't like "restaurant tea," they say "it doesn't have any flavor."

In most cases they are right. A survey undertaken last year by the Tea Council in cooperation with N.R.A. revealed that only 8 per cent of the nation's restaurants make hot tea properly, while 32 per cent make iced tea according to the approved method.

The only practical way for many restaurants to tap tea's tremendous potential for increased sales and profits in the out-of-home market, the two industry groups believe, is through the development of "foolproof" equipment which will assure a good tea product and make its preparation as easy as any other hot or cold beverage a restaurant serves.

The Battelle Memorial Institute has outlined a three step program of research, design and development which it will undertake immediately.

Step one involves the creation of a number of possible designs for tea brewing equipment. Step two calls for the construction and testing of the most favorable design, or

designs, in the laboratory. On successful completion of the laboratory tests, prototype models will be tested in the field. Step three will be to interest companies in the manufacture and marketing of the developed units.

N.R.A. has set up a special steering committee to supervise this project. On it are Andrew J. Crotty, Jr., as chairman, Joseph Schensul, Milton C. Smith, Watson B. Rulon, Jr., Douglas Boyle, John S. Daniels, and William T. Schumaker.

Working with the committee are Colonel Paul P. Logan, director of research, National Restaurant Association, Anthony Hyde, executive director of the Tea Council of the U.S.A., Inc., and J. T. Griffin, in charge of equipment development for the Tea Council.

The steering committee has given Battelle the following general requirements for tea equipment that will solve the problem:

The equipment should:

1. Generate its own boiling water.
2. Be able to be used for both hot and iced tea.
3. Be simple to operate, eliminating as far as possible the chance of poor tea due to failure of personnel (i.e. automatic timing, removal of tea leaves or bags, etc.).
4. Give a continuous flow of tea or ample capacity to last during the time of heavy demand.
5. Have a flexible range of capacity so it is practical for as wide a range of restaurant sizes as possible.
6. Be priced to make it attractive.
7. Have sales appeal where it will be installed in view of the customers.
8. Be practical from the restaurant operator's viewpoint for maintenance purposes, size, installation and operating cost, choice of fuel, etc.
9. And, *of course*, it must produce a good product.

# **TEA TOPS THE WORLD**

## **HENRY P. THOMSON, INC.**

### **TEA IMPORTERS**

89 Broad Street  
Boston, Mass.

120 Wall Street  
New York 5, N. Y.

383 Brannan Street  
San Francisco, Calif.

*Member: Tea Association of the U.S.A.*



These tea bag cartons topped all food entries in multi-gravure printing in national competition. Printing is on silver foil. Judges said redesign was "away from" traditional tea carton colors of red and yellow.

### Autocrat Tea Bag package wins award in folding paper box competition

Tea bag packaging ranks high. This was demonstrated by the winners of the 1954 Folding Carton Competition, sponsored by the Folding Paper Box Association of America.

The top award for multi-color gravure printing went to the Brownell & Field Co., Providence, R. I., for its new Autocrat Tea Bag carton, made by the Robert Gair Co., Inc.

The first prize in the food field was won by the Nut Tree Tea Bag carton (See: Page 58, April, 1954, COFFEE & TEA INDUSTRIES).

An award of merit in the food division went to the Mee Jun Mercantile Co. for its Hostess Tea Party unit package, made by the Robert Gair Co., Inc. (See: Page 64, April, 1954, COFFEE & TEA INDUSTRIES).

The association described the Autocrat Tea Bag carton as "beautiful gravure printing on silver foil—a very difficult medium on which to print . . . It has been redesigned away from the traditional tea carton colors of red and yellow in order to give it distinction and outstanding eye appeal."

The varnish gives protection from scuffing and scratching, both while being packed at the manufacturer's plant and in store use.

"No one person can take credit for the design of this package," comments Richard M. Field, sales manager of the Brownell & Field Co., Providence. "It's an adaptation of an old package we used to have, which was produced by the Reynolds Metal Co. and which, incidentally, won the Spice Mill award for the best tea package in 1948.

"I believe that every person in Brownell & Field played a part in selecting our ultimate design. We conducted a survey among our employees, and it was this box that won unanimous approval."

Mr. Field adds that "when a relatively small manufacturer, such as Brownell & Field, comes out on top with a national award, beating out such competition as National Biscuit, Monsanto and Colgate Palmolive, you can appreciate how pleased we are."

Mr. Field points out that the judges found the quality of the entries was high. Moreover, the packages demonstrated an awareness on the part of manufacturers that the sellers' market is at an end and that packages must take on a heavier sales responsibility.

The package of 100 Autocrat Tea Bags is for the restaurant and hotel trade as well as the grocery field; 48's and 16's are designed for retail sale. All three carton sizes carry a similar design, with the natural looking tea cup for taste appeal.

The whole Autocrat package family carries the same design as the award winning tea box (See: Page 53, March, 1954, COFFEE & TEA INDUSTRIES).



These bright new cartons carry Dixie Thrifty tea line.

### Dixie Homes Stores adds new cartons to carry tea line

Dixie Home Stores, Greenville, S. C., a chain of supermarkets operating 117 stores in western North Carolina, South Carolina and northeastern Georgia, has added bright new cartons featuring the Dixie Thrifty trademark to its line in both bulk tea and tea bags.

Produced by the Rossotti Lithograph Corp., North Bergen, N. J., in three sizes for loose tea (four ounces, eight ounces and one pound), and two sizes for the tea balls (16 and four dozen bags), the new varnished four color carton with a background of red plaid exhibit a change of design which is expected to increase sales.

In contrast to the former package, which featured a Southern mansion and made no direct appetite appeal, the smart new package design plays up "Dixie Thrifty", a comely, gay and brightly adorned Scottish lass who has already made new friends for Dixie Home products.

The end use vignettes of both hot and iced tea on opposite sides of the carton have added the element of appetite appeal.

This blend of teas has been packed under the Dixie Home label for the past 15 years, and has been stocked exclusively in Dixie Home outlets.

### It's green tea in Afghanistan

According to reliable Afghan sources, Afghanistan imports about 5,500,000 pounds of Indian tea, mostly green, every year. It has a population of about 12,000,000 people. Being an Islamic State the use of all alcoholic drinks is officially prohibited.

So far mostly green tea is used by the poorer classes. All over the country tea shops abound. The poor people generally eat Nan (bread) with green tea.



**Says restaurants can use twin urn  
for bulk brewing tea, coffee**

Many restaurants are finding the Tri-Saver twin urn "a perfect medium" for brewing bulk tea and coffee simultaneously.

This is claimed by S. Blickman, Inc., Weehawken, N. J., manufacturers of the urn.

Because the twin urn has two separate liners, it is a simple matter to use one liner for tea and the other for coffee, Blickman suggests. Both iced or hot beverages can be served with equal facility.

"The Tri-Saver twin urn, with its permanent filter, is particularly suitable for the bulk brewing of tea" the manufacturer says. "The patented stainless steel filter has a specially-constructed bottom which filters the brew *edgewise by capillary attraction*. No urn bags or filter papers are used. Tea is placed in the filter and boiling water poured or syphoned over it. The brew filters into the liner below and is dispensed through the draw-off faucet.

"For iced tea, larger amounts can be drawn off into pitchers or other containers."

**Vaculator introduces new iced tea dispenser**

This iced tea season Vaculator is introducing a new stainless steel iced tea dispenser.

It has an unbreakable "type 302" stainless steel frame; a health-department-approved faucet; an odorless, tasteless, contrasting black plastic cover; and a no-scratch, no-skid rubber base.

The tea dispenser is said to be the result of an extensive survey among operators as to the type of dispenser most desired.

The new Vaculator product is made in the popular three-gallon size. The dispenser lists at \$35.90.

**New iced tea urn available in three sizes**

The new Cecilware iced tea urn is available in three sizes—two, three and five gallons.

This is reported by the Cecilware-Commodore Products Co., New York City, manufacturers of the Pyrex unit.

The unit has a chrome-plated, free-pouring faucet.

**Claims answer to "drippy" tea pot**

Tea pots need no longer have drippy spouts. Nor do you have to hold the tea pot cover in place while pouring.

Both these problems are said to be solved by a new product, called Drip-Lok, made by Marietta's No Drip Cover Saver Co., Bronx, N. Y.

Drip-Lok is a circular piece of pure foam rubber sponge through which is looped a heavy-duty elasticized cord. Opposite the sponge, and also looped onto the cord, is a metal rust-proof hook. The sponge is placed under the spout, the elastic cord is put around the button of the pot cover, and then the hook is attached to the handle.

This turns the pot into a drip-proof item which any housewife can place on her finest linens with the complete assurance that no damage will be done, says the maker.

Also, there is no longer a need for the housewife to try to hold the pot cover in place.

**IHW<sup>T</sup>  
E  
A**

**Advise Your Customers**

to store your teas only in cool, dry places. Especially after space heaters are turned off, teas should not be stored in restaurant or store basements, as dampness will injure the tea and harm your brand's reputation.

**IRWIN - HARRISONS - WHITNEY, INC.**

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

**TEA IMPORTERS**

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

### Tea Movement into the United States

(Figures in 1,000 pounds)

	Jan. 1953	Feb. 1953	Mar. 1953	April 1953	May 1953	June 1953	July 1953	Aug. 1953	Sept. 1953	Oct. 1953	Nov. 1953	Dec. 1953	YEAR 1953	Jan. 1954	Feb. 1954	Mar. 1954
<b>Black</b>																
Ceylon	3,546	4,132	4,965	4,676	3,368	3,678	4,060	4,036	4,832	3,976	1,831	2,575	45,675	3,093	3,756	4,401
India	3,798	3,343	4,982	3,988	3,288	2,524	2,591	1,432	2,334	3,817	2,335	3,107	37,532	4,048	4,049	5,129
Formosa	...	77	70	79	238	52	130	138	159	221	305	404	1,874	469	355	137
Java	400	299	818	792	543	513	783	337	416	758	527	528	6,714	700	904	1,330
Africa	175	307	270	437	781	498	230	157	327	406	87	112	3,786	66	272	710
Sumatra	280	405	314	287	705	341	439	164	346	518	420	239	4,458	613	593	497
Misc.	24	353	8	3	62	45	139	32	106	102	368	121	1,417	405	306	180
<b>Green</b>																
Japan	73	25	114	58	107	87	185	699	779	314	214	42	2,698	459	60	57
Misc.	34	8	28	9	47	15	...	10	50	40	68	5	312	...	...	...
<b>Oolong</b>																
Formosa	12	9	17	4	...	3	1	17	45	53	61	89	266	14	27	11
Canton	...	...	...	...	...	...	1	18	4	15	11	2	34	1	...	...
Sentd Cntn	...	...	...	4	...	...	...	2	8	15	5	...	35	...	...	...
Misc.	...	...	15	...	6	...	...	25	4	...	...	...	62	8	3	3
Mixed	6	...	...	12	...	2	2	...	...	27	5	22	135	...	...	2
<b>TOTALS</b>	<b>8,348</b>	<b>8,659</b>	<b>11,601</b>	<b>10,400</b>	<b>9,164</b>	<b>7,758</b>	<b>8,561</b>	<b>7,061</b>	<b>9,410</b>	<b>10,262</b>	<b>6,237</b>	<b>7,536</b>	<b>104,998</b>	<b>9,876</b>	<b>10,315</b>	<b>13,207</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

#### a glossary of tea tasting terms

(Continued from page 42)

The provision of adequate storage bins and the making of wooden platforms will eradicate the fault.

**EMPTY**—A tea liquor having no substance — lacking fullness.

Teas withered in hot weather for over 20 hours, or insufficiently rolled leaf may acquire this characteristic.

**EVEN**—Refers to the color of the infused leaf. It is usually combined with bright or coppery as qualifying adjectives.

When applied to the dry leaf it implies that the grade in question consists of pieces of roughly equal size.



Mountain-grown for quality

Always fragrant

Carefully selected

Use the best

—Ask Your Importer About

## JAPAN GREEN TEA

### Japan Tea Exporters' Association

82-1 KITABAN-CHO  
SHIZUOKA, JAPAN

Cable Address:  
EXPTASSN

## Ellis named tea sales manager

by McCormick & Co., Inc.

Edward T. Ellis has been appointed sales manager in charge of tea sales for McCormick & Co., Inc., it has been announced by Charles P. McCormick, president and chairman of the board.

A native of Baltimore, Mr. Ellis joined McCormick in 1931. After two years in the office and production department, he was transferred to sales and assigned to Charlotte as division manager for North Carolina. Subsequently, he was named regional director for Virginia, North and South Carolina and part of Georgia.

In 1948, Mr. Ellis returned to the home office sales department as an assistant sales manager. Two years later he became personnel director, and in 1953 he was named director of human relations, the position he held at the time of his promotion.

Mr. Ellis attended Friends School and Lafayette College. He is a member of Theta Delta Chi, the Society for the Advancement of Management, Personnel Administration Association, Exchange Club and Country Club of Maryland.

He is also a former president of the Charlotte Junior

## Get set for National Iced Tea Time in June

National Iced Tea Time will be observed for one month starting June 21st.

A shorter period, June 24th to July 7th, has been designated as merchandising "tie-in time," when the tea, grocery and restaurant trades will make a joint effort to push their iced tea sales.

Special point-of-sale material will be available free to grocers and restaurateurs, from the Tea Council, for this special merchandising event.

Chamber of Commerce and of the North Carolina Junior Chamber of Commerce.

## India to promote own tea in Ireland

India has decided to promote her own teas in Ireland. Indian teas dominate in this market.

An Irish Tea Council will be set up by India in cooperation with tea importers there.

## Check your calendar

In case you've forgotten to note it . . .

The Ninth Annual Tea Association Convention will be held at the Mount Washington Hotel, Bretton Woods, New Hampshire from September 19th to 22nd.

## Tea service sold for \$35,000

A five-piece gilt silver tea service engraved with the arms of King George I was sold at an auction in London for \$35,000.

George I succeeded to the British throne in 1714.

# Get your **EXTRA ICED TEA PROFITS**

Get ready for a record ICED TEA year with EASTERN! No one knows how high the tea market will rise—ACT NOW before prices go higher.

RUSH YOUR ORDER TODAY . . . Take shipments now or later.

**NEW INDIVIDUALIZED CARTONS . . .  
AT NO EXTRA COST!**

Not just an imprinted stock box, but a specially designed sales-styled carton to create impact at point of sale, build your brand name and win repeated sales for you!



AN EASTERN EXTRA . . .  
Ask about the new T-CANter Speed Service Tea Dispenser . . . Designed to Make Better Iced Tea & Sell More Iced Tea For Your Restaurant Customers. Exclusive with EASTERN at factory prices!

**EASTERN TEA CORPORATION**  
DEPT. IT STATEN ISLAND 10, N. Y. GIBRALTAR 2-1110

### Tea Council's 1954 iced tea drive

(Continued from page 41)

The "iced tea only" cities to receive seven weeks of spots are:

Atlanta	Louisville
Birmingham	Memphis
Buffalo	Miami
Charlotte	New Orleans
Cincinnati	Norfolk
Dallas-Fort Worth	Richmond
Greensboro	San Antonio
Houston	San Diego
Indianapolis	St. Louis

The 27-week markets are San Francisco and Providence. In the former, the Council hot tea spot campaign will run for the full 27 weeks. In Providence, there will be seven weeks for iced tea spots and 20 weeks of hot tea commercials in the year.

Commenting on the advantages of this type of scheduling, Mr. Hyde said, "An all-year schedule might have distinct advantages for almost any advertiser in terms of annual impacts, cost per thousand viewers, quality of spots and other factors. It has a unique advantage for the Tea Council, which now will be able to take full advantage of the seasonal nature of its two products. We will be in a position to run our iced tea campaign for as long as the weather stays warm, and switch to hot tea on a market-by-market basis as the weather turns chilly in different parts of the country."

"The Tea Council anticipates spending more than \$1,200,000 in facilities alone to put this plan into effect," Mr. Hyde stated. "Also, this advertising effort will be backed by an increased point-of-sale effort calling for eight special merchandising pushes on the part of the Council and the U. S. tea trade."

"In addition, the Tea Council's publicity campaign is being stepped up."

"Taken together, the tea industry's campaign for increased tea drinking in 1954-55 is a streamlined, compact effort—pushing, it is true, against only a part of the great American public, but pushing hard and in depth against those segments it does reach."

The basic sales philosophy is to concentrate our advertising on an important part of the public to be sure that we reach people often enough to make sales happen.

Preliminary reports for the first few months of this year

show that 1954 is running at least ten per cent ahead of 1953.

Free Tea Council merchandising material available now to retail grocers for store use during the iced tea season includes a 58 by 42 inch jumbo streamer, printed in four-colors, which folds over a wire to a double sided 58 by 21 inch display piece, and a 14 by 13 inch All Purpose Poster in 4-colors. These pieces may be secured from tea suppliers or directly from the Tea Council.

Special display material also will be available for National Iced Tea Time, which starts June 21st and runs for one month. A concentrated merchandising push is scheduled for June 24th to July 7th.

"Restaurants served 880,000,000 more glasses of iced tea in 1953 than they did five years ago in 1948," Mr. Hyde reported.

Merchandising material available now to restaurants for use during the iced tea season includes a four-color back bar strip, a four-color menu tip-on, a four-color table tent and a two-ounce formula recipe card.

### London, Calcutta tea men visit U. S.

Visits to the United States by leading tea men in London and Calcutta are reported by George C. Cholwell & Co., Inc.

E. C. T. Holmes, representative of Balmer, Lawrie & Co., Ltd., arrived by plane from London for a stay of about one week.

While here, he visited Boston, then left for Calcutta via Amsterdam.

W. A. Grant, director of Alex Lawrie & Co., Ltd., London, visited here for several days before going on to attend the wedding of his daughter in Urbana, Ill.

His visit was shortened by the dock strike, which forced the Queen Mary, on which he traveled, to land at Halifax.

George A. Huett, of Betts, Hartley & Huett, Ltd., London, Calcutta and Colombo, arrived here accompanied by A. H. Galloway, director of Octavius Steel & Co., Ltd., Calcutta.

George C. Cholwell & Co., Inc., are agents for Balmer, Lawrie & Co., Ltd., Alex Lawrie & Co., Ltd., and Betts, Hartley & Huett, Ltd.

### Tea is the national drink in Iran

Tea is the national beverage of Iran. It is drunk at all hours by all classes of society. At home, in the office, even in the so-called "coffeehouses" or cafes, tea is the popular and universal drink.

Tea is served during the festivities of Nowrouz, the Iranian New Year. It is used both as an aperitif and as an afterdinner digestive.

## HALL & LOUDON

ESTABLISHED 1898

### TEA BROKERS

We offer a comprehensive Tea Brokerage service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5



## what's coming in packaging?

By JOHN A. WARREN, Packaging Consultant, American Home Products Corp.  
Vice President in Charge of Packaging Division,  
American Management Association

*These excerpts are from the report by Mr. Warren to the recent Packaging Conference in Atlantic City sponsored by the American Management Association.*

During the past 23 years, costs of raw materials have increased, labor rates have mounted, and the price of packaging supplies has risen. But the direct labor costs of packaging line operations have decreased because of the ingenuity of the packaging machine manufacturers, close control of quality and specifications of materials, curbing of wastes of packaging materials in the users' plants, more accurate fills, standardization, preventive and corrective maintenance, and intelligent cooperation between supplier and user in setting up specifications that have honest functional standards.

With the trend to speedier packaging lines to reduce costs and lessen finished goods inventory, the demand for better quality and uniformity is being met by suppliers with increased research and service. Steel mills are making progress in continuous annealing of steel strips. The results of this process should permit use of lighter gauges of steel with greater strength characteristics. Differentially coated electrolytic tin plate, with one weight of tin coating on one side and another on the other, is being produced by tin plate mills.

Glass manufacturers are experimenting with mist spray coatings on glassware to prevent scratching of glass in handling and during conveying on high speed packaging lines. We are all aware of the hazards that occur when glass is marked or scratched; undue stress or strain at these points may cause fractures that lead to breakage. This mist coating will not affect label adhesion.

### Paperboard

Paper board research is responsible for more automatic controls on board machines, which will lead to uniformity of weight and caliber.

In 1953, can manufacturers shipped 38 billion metal cans. The research programs of the can industry are striving constantly to make cans available for more products and to reduce costs. In an effort to conserve or eliminate tin, can manufacturers are developing and using organic coating components and sideseam cements. Some of these compounds are applied over tin plate and others are enameled to black plate. The coatings are now applied to sheet stock; as demand increases and production handling knowledge expands, we may expect the coating to be adhered in strip form. Steel coated with some resins can be deep drawn and these resins can be surface-coated

to steel, which will protect it before you have shaped it. You can hammer these coatings, and the plastic coating doesn't break.

Due to research of a can company, the new low pressure cans and valves were created. The drawn and concaved-seamed bottom can with the domed top will dispense a host of new products and the growth of this new industry will surprise many with the advent of new automatic pressure filled equipment.

Aluminum cans are under vigorous research by the can company. Cemented side seam cans are being tested. So far no flux or welding material has been developed to match the speed of solder for processing cans. It is my personal observation that aluminum cans will not be a serious threat to tin cans until the price differential between aluminum ingots and aluminum sheet is narrowed to the same proportion as that between steel ingot and electrolytic tin plate.

We may expect greater uniformity in the production of glassware with the installation of better physical control of glass processes. We will have more exacting adherences to functional specifications.

With users demanding 90 per cent or better efficiency on high speed cartoning lines, board mills will produce paper board of more uniform caliber and weight. More and more carton plants are introducing effective quality control systems within their plant operations. The finer printing surfaces of patent coated and clay coated boards will reflect in more highly decorated cartons the intense competition for the customer's eye, more process reproduction will be used by merchandisers, and they will have the advantage of rotogravure, combined litho and letterpress application, and high speed five-color letterpress. The box maker has learned to use gloss inks with special surface boards.

### Quality control

When high tensile and tear requirements must be met, or where a container will have rough handling, the paper board mills are now producing a sheet with kraft, or kraft scrap findings in the finish.

There is active investigation of the use of hot melts for protective coatings and decorative effect of extreme high gloss in the carton field. The application of the hot melt in rolls, sheets, and individual blanks is being investigated.

Industry is familiar with delayed action heat-seal labels, which have the feature of being tack-free until heat

activated. With the introduction of automatic labeling equipment and manual applying units, this type of heat-activated labeling is growing more popular where waterproof and permanent bonds are desired. With the advent of non-adherable surfaces, we now have available labels that shield the activated or permanently tacky surface until needed. We also have the pressure-sensitive label for adhering to metal surfaces.

The solid box industry is now converting from batch manufacturing to continuous line production as the result of new machine developments. Continuous box making will mean lower costs for set-up boxes and better boxes.

Cases lined with paper, or plastic bags, are being used to ship granular and viscous products. In the place of fluted corrugations, a sheet has been introduced with honeycomb type separations between the liners. This honeycombed sheet is being used successfully for pallet decking and inner packing where strong unyielding cushioning is indicated.

#### **New corrugated material**

A new corrugated material for wrapping, car lining and possibly for cases, has appeared on the market. This new sheet has corrugated flutes filled with solid pulp. The flutes possess remarkable resiliency and do not flatten out under pressure. In car floor lining and between loads in shipments, reports state that it has minimized load shifting.

Today films are the quickest growing branch of the packaging industry. We are growing up in this section of the packaging industry, but each section has still some lessons to learn. The film manufacturers will have to devote more research to the handling and "machineability" of their products. The laminator and converter of films must recognize that printing and lamination should be a science and not an art. The machine designer must engineer his equipment to handle the available films with their present shortcomings.

Polyethylene I have found to be the best sealing compound when you handle a micronized product on fast unit packet machines, and as a laminate when you need a limp sheet for pillow-type packages. With the prospect of greatly increased supply of poly flake, the use of poly film must grow. Further developments in transparency, printing quality, and machine performance of this useful film are indicated. May I stress, however, that there are too many variations in the quality of poly film now being produced. Some sheets are superior to others.

Saran film's outstanding chemical resistance is adaptable to lining fiber drums for cap liners for packaging products containing essential oils. Some work has been done in the processing of food with Saran packages. There are some things to be desired in Saran film—as control of the film sealing on high speed packaging machines due to its critical heat temperature contrast. However, this phase is being worked on and improvements are appearing in recent shipments. The improved low temperature Saran film should add new users.

Mylar is the latest product of DuPont that is arousing great interest. The reaction products of ethylene glycol and terephthalic acid have been formed into a transparent and highly flexible film. Among the properties of this polyester film are: insensitivity to moisture, resistance to solvent and chemical attack, a dielectric strength greater than almost every known insulating material; a range

of thickness of  $\frac{1}{4}$  of a mill (0.000025) to  $7\frac{1}{2}$  mills (0.0075 inches); an operating temperature range from 60° C to 150° C. Mylar has a tensile strength one-third that of machine steel. Prices at present range from \$3.55 to \$4.80 per pound. With more users, I am sure this price will come down.

With the growth of self-service merchandising, the use of film will continue to grow, since this type of service retailing the package is its own best salesman. We may expect to see further developments of the qualities that make a package sell—eye appeal, product visibility, protection against contamination, preservation of product freshness and convenience. Film has been created to provide these qualities in packaging.

I believe there is a great future in the new vacuum-formed plastic package. Inexpensive plastic molds are used in vacuum-formed processing.

Our high production capacity on the user's packaging line would not be possible if we did not have the ingenious and well engineered packing machines that are now available. There are several interesting developments in engineering research and in shake-down stages.

There is a new rotary pre-measured filler being tried out on a liquid production line. It has possibilities, in my judgment, if it is used for only one or two products.

Evidently, the automatic thermo plastic labeling machines have been accepted by industry for there are now several other companies entering the manufacture of equipments for thermo plastic labels in both roll and spot label form.

There are both mechanical and hydraulic torque controls being built into one of the national CT automatic capping machines. A new straight line high speed capper is now on trial in two large manufacturing plants.

#### **Semi-automatic cartoners**

In the cartoning field we will see within the next six months two new very simple semi-automatic cartoners, and also one automatic cartoner with some new engineering devices for handling all types of cartons; namely, either tuck or glue cartons. On this machine, the cartons will be handled in the vertical position.

There is also in the make-up stage a new fast automatic machine for the making of individual packets. This machine will operate from a roll of paper, form the packet, insert the product, and close the packet. Speeds are estimated to be up to 150 packages per minute—the filling and forming on the machine being done in two stages.

There are two more companies developing equipment to package cartons in either kraft paper or cellophane. In both instances, machines will run from a roll, print the paper, wrap the cartons and discharge them. In one machine, you will be able to place end labels on the bundler.

The next five years should be very interesting ones for the packaging industry, and I predict that we will see radical changes in both the can and film producing industries.

#### **Postwar program builds coffee output**

The postwar program has resulted in a marked increase in Liberian coffee production. No accurate output figures are available, but exports show an increase from 89,600 pounds in 1948 to 494,000 pounds in 1952.

# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## the relationship of vanilla resin to vanilla color

By JAMES J. BRODERICK, Flavor Chemist  
Givaudan Flavors, Inc.

In the first two articles, we have stressed the importance of the resin-color bearing portion of vanilla extract and have gone into some detail on the color of vanilla extracts. In this article, we would like to delve further into the relationship of vanilla color and vanilla resins.

The resins of vanilla beans are complex and little has been written about their composition. Dean and Schlotterbuck (1) cite Ber., 9 (1876), 1289 as a reference for the statement that vanilla resins consist of two parts, i.e., the neutral portion which is the color producing and lead precipitate forming substance, and an acidic portion which has little or no color.

We have already stated our opinion that the bulk of vanilla resins and vanilla color is due to end products of the oxidation of vanilla and in related aromatics, at least in part by an oxidase enzyme. Once having decided on this fact, we attempted to determine if a ratio existed between vanilla color and vanilla resin in various types of vanilla beans. The variance in color in various types of vanilla extracts is a lengthy and intriguing subject and therefore ideal for discussion at a later date. Suffice to say, there is no obvious ratio between the amount of vanilla resins and vanilla color. The intensity of color is more closely related to the degree of oxidation than to the bulk of vanilla resins. Two important facts were learned from the investigation of the vanilla color-resin relationship. First, that the bulk of vanilla color is due to, or is chemically identical with, vanilla resin. Secondly, the ratio of vanilla color intensity to the weight of vanilla resin is an indication of the type of vanilla bean used and the manner in which it is cured.

For example, we separated the resins from Tahiti and Mexican extracts by standard means and then reconstituted these resins to their original volume of extract with 35



James J. Broderick

per cent alcohol. The color of the reconstituted extracts were compared to the original extract, and it was found that they accounted for approximately 70 per cent of the total color of the extract. Tests were continued on six different varieties of beans and a comparison made of the ratio of resin weight to intensity of vanilla color. We found that the same weight of resins from the various extracts gave different color intensities. For example, using Tahiti beans as a basis, we obtained 27 per cent more color from an equal weight of Guadeloupe resins, 10 per cent more from Bourbon resins, 37 per cent more from Java resins, 20 per cent more from "Red Foxy" resins, and 58 per cent less from Mexican resins. These ratios may be deceiving, because in a normal Tahiti extract the percentage of resins is low and therefore a standard Tahiti extract compared to standard strength extracts of the other beans has much less color intensity than indicated by the above ratios. The Mexican beans used in this experiment were improperly cured and therefore the results were undoubtedly inconclusive.

From the above work, we were convinced that the determination of the ratio of resin color to total color was a valuable analytical tool, and we have found by experience that it has been most helpful in detecting added foreign resin and color in vanilla extracts and concentrates.

In our article on vanilla color, we pointed out the different ways in which vanilla color can be increased in extracts. The determination of vanilla resin color percentage to that of the total vanilla color aids in the detection of the methods used to increase color. For example, the addition of an alkaline extract to the finished vanilla extract increases the color value and the amount of insoluble vanilla resin. Thus, in dissolving the resins in alcohol to reconstitute to the original volume, the insoluble resins remain behind and the percentage of resin color is less than 70 per cent of the total color. An experienced vanilla analyst can also tell from the intensity of color obtained from a given weight of resins the rough classification or type of vanilla bean used.

This test also limits the addition of resinous balsamic materials to the extracts to some extent. Although these



additions increase the weight of resins and supplement flavor, they do not give color and large additions would disrupt the resin-color intensity ratio. It is obvious that the use of beans high in color and then the addition of foreign non-color bearing resins makes it difficult to detect such additions. Nevertheless, the beans higher in color have, in fact, a somewhat different color when broken down into their component parts. It is here that great strides can be made in establishing standards for the various type beans.

We have already pointed out the difficulty in detecting adulteration of vanilla extracts with oxidative products of vanillin. These end products often give very high color values with little or no vanilla resins. In these cases, we have found that the determination of the percentage of vanilla color coming from vanilla resins is one of the most valuable tests, indicating real vanilla quality, and most useful in detecting the sophistication. Oxidative products that are colored *and resinous* are more difficult to detect and here again the breakdown of color into component parts is the most valuable tool in its detection.

We have attempted in these articles to point out some of the properties of vanilla that we have found valuable in determining quality. We have also mentioned some analytical tests now in use that have little or no real value. It is our hope that in the discussions that are going on for better vanilla standards and the research that will necessarily follow, that the knowledge the industry has gained in the years since the first tentative standards were proposed is used wisely and with the avowed goal of obtaining better vanilla. New analytical tools, such as chromatography, infra-red spectrophotometry, etc., are available to aid attempts at better standards if there is a genuine desire to improve the quality of vanilla as received by the consuming public.

(1) Dean, J. R. and Schlotterbuck, J. O.: *Ind. Eng. Chem.*, 8:607, 703-9 (1916).

#### Senate coffee probes

(Continued from page 37)

Mr. Payne said some of the February and March decreases may have been caused by housewives still using up some of their stocks.

Mr. Upton agreed with this, too, but emphasized that the decrease exceeded the increase in sales.

The Safeway official also pointed out that retail prices on coffee were lagging behind wholesale prices.

Between December 1st, 1953 and March 31st, 1954, he said, the manufacturers' price on five leading vacuum packed brands of coffee bought by the Washington division of Safeway increased 25 cents per pound.

In the same period, Mr. Upton added, retail prices in the Washington division were increased by 19 cents a pound on two brands and 20 cents per pound on the remaining three.

Retail prices on whole bean bag coffee, he said, were one cent behind the wholesale price paid by Safeway.

Testifying before the subcommittee, John F. McKiernan, executive vice president of the National Coffee Association, outlined a three-point plan to benefit U. S. coffee consumers, as well as our nation's economy.

Mr. McKiernan's recommendations included a five-year cooperative program of technical studies and aid covering all aspects of coffee agronomy; assignment to our embassies in growing countries of qualified crop estimators and analysts who would provide the U. S. industry with accurate statistical reports; and training of an adequate number of Latin-American technicians qualified to instruct coffee farmers on latest growing techniques.

"It is my understanding," said Mr. McKiernan, "that although there are over 260 full-time U. S. specialists in Latin America giving technical assistance in agriculture and natural resources, only nine technicians are devoting time to coffee improvement." Elsewhere in his statement, he pointed out that, dollar-wise, coffee is this nation's largest import commodity.

Mr. McKiernan told the subcommittee that appropriation cuts have reduced the amount of attention U. S. Foreign Service staffs in Brazil can devote to coffee crop estimations, making accurate forecasts and reports extremely difficult.

The N.C.A. spokesman pointed out that his organization, which represents the major part of the U. S. coffee industry, has been taking active interest in increased production since the establishment of its Agricultural Development Committee in 1951.

These activities, he said, include visits by N.C.A. officers to coffee growing areas and research centers, representations to our government for assistance in modernizing coffee farms through the Point 4 Program, and encouragement of coffee research through non-government agencies.

## DAMMANN & CO., INC. VANILLA BEANS

Pierre E. Dammann  
President

71 Murray Street,  
New York City



# VANILLIN

A Finer Vanillin  
of Exquisite Aroma

ZIMCO® LIGNIN VANILLIN, U.S.P.

*Sterwin Chemicals*  
SUBSIDIARY OF STERLING DRUG INC.  
1450 BROADWAY, NEW YORK 18, N. Y.  
2020 Greenwood Ave., Evanston, Ill.  
FACTORY: ROTHSCILD, WISCONSIN



# building spice markets through coordinated research and publicity

By JOHN J. FRANK, President  
American Spice Trade Association

Another active year is coming to a close for the spice trade. The good times enjoyed at historic Bedford Springs in Pennsylvania have slipped into memory, and anticipation of another pleasant and profitable convention is at hand.

This has been a year free from major crisis for our trade—a year in which we have had the opportunity to build and strengthen the efforts of our association.

Forty-seven years ago this August the American Spice Trade Association was founded to settle "questions and disagreements on qualities, contracts, terms, deliveries, etc. . . in the belief that much unnecessary friction and loss may be avoided by intelligent action, and that the dignity and influence of the spice trade, as a trade, may be enhanced and further established." Three committees were established at the initial meeting, one on arbitration, another on standards and a third on contracts.

Our association can certainly look with pride on its accomplishments with these original aims. Where once there was much "friction and loss," now we have one of the most orderly trades in the world. Our contracts are the recognized agreements of spice trading the world over. And never in the history of our association has an A.S.T.A. arbitration award been reversed by an appeal to a civil court.

But, of perhaps equal importance with our accomplishments is the fact that A.S.T.A. has assumed along the way another very broad objective—to increase the use of our products. To implement this we have been molding a team made up of research and publicity.



Our publicity activities are now 18 years old. Our research program will be seven this year. The first years of our publicity program were based on the premise that few people knew very much about spices. We told the world all we know about our products, consumers listened, learned, and gradually consumption of spices increased. Our highly successful publicity efforts are still moving along on that original premise, but since World War II we have come to realize the importance of expanding our knowledge of spices. We added a scientific research program to explore spices, their properties and uses.

Each year it becomes more obvious that there is a vital interdependence between our research program and our publicity efforts. Someone once defined publicity as the means of telling the world about the good things you are doing. Experienced publicists have found that if the story they distribute is not truly good it usually boomerangs before long.

One of the first triumphs of our spice research—publicity team centered around the low sodium content of our products. Here was a project which was both timely and needed. Low sodium diets had become increasingly popular both for reducing and for medical treatment. Authorities, including doctors, were recommending spices in these diets and yet no scientific research had ever established definitely the fact that spices were mostly salt free. By 1951 it was estimated that 12,000,000 Americans were on low sodium diets.

Recognizing the need for a sodium check on spices, our research committee cooperated in a testing project at the University of Wisconsin. The results were positive. Out of dozens of spices analyzed, only two, dehydrated parsley and celery flakes, were judged unsuitable for low sodium diets. The report of the project was carried in the American Medical Association Journal.

(Continued on page 74)

## **ASTA convention to discuss arbitration changes; bowling tournament scheduled**

Changes in the arbitration system will be one of the points up for discussion at the business sessions of the 1954 convention of the American Spice Trade Association.

ASTA's 48th annual meeting is being held May 30th-June 2nd at the Whiteface Inn, Lake Placid, N. Y.

The efficient system of the past few conventions—committee reports mailed out weeks before the meeting—is being followed this year, too.

Bowling will once again be a feature of ASTA convention. Members will compete for the Lloyd M. Trafford trophy.

The recreation and social program is a rounded one. Included are golf, tennis, bridge, canasta—and swimming in a heated outdoor pool.

A sightseeing tour of Lake Placid has also been scheduled.

Nobody knows, as usual, what the entertainment will be. It's come as a surprise—a delightful one—at the past few conventions. It can happen again at Lake Placid!

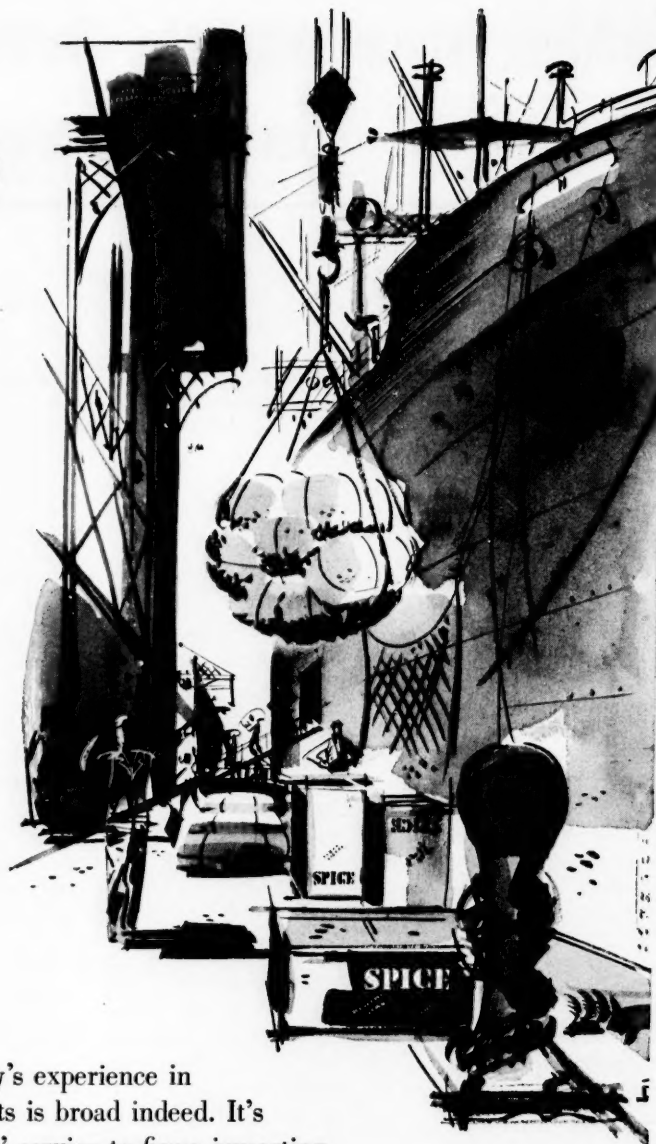
# The ingredients for a better recipe

Omit the spice and your food will lack flavor, and much of the benefit of enjoyable meals will be lost.

The "spice" of bank service is experience. And experience is doubly helpful to a business as specialized as spice importing.

Irving Trust Company's experience in financing spice imports is broad indeed. It's the result of 50 years' service to firms importing from markets all over the world.

You will find that we understand your financial needs and are equipped to help you in many additional ways.



## IRVING TRUST COMPANY

ONE WALL STREET • NEW YORK 15, N. Y.

Capital Funds over \$123,000,000

Total Resources over \$1,400,000,000

WILLIAM N. ENSTROM, *Chairman of the Board*

RICHARD H. WEST, *President*

International Banking Division—HIRAM A. MATHEWS, *Senior Vice President in Charge*

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

# ASTA's program to sell

## "spices in the modern kitchen"

By THOMAS F. BURNS, Chairman  
Publicity Committee  
American Spice Trade Association

"Spices in the Modern Kitchen" is the theme of the American Spice Trade Association's consumer publicity and promotional program for 1954.

It has been established, by comparisons of current imports and domestic production with pre-World War II figures, that Americans are using a larger volume of spices nowadays. As part of this, the trade has witnessed a great new interest in the lesser known herbs and spices. Corner food stores now carry many spices that before World War II were rarely seen outside of specialty shops.

"Spices in the Modern Kitchen" is a campaign aimed at guiding the American homemaker's current new interest in spices, so that her expanded enthusiasm will become a lasting part of her kitchen lore. Spices will not be modernized. On the contrary, the homemaker will be taught how the flavor and romance of these colorful, ancient products can be used to heighten by contrast the pleasures of modern living.

While the campaign will have many facets, spearheading and dramatizing it will be a "Spices in the Modern Kitchen" Contest for seniors in college and university industrial design and architecture departments. The American Spice Trade Association will offer prizes for the best ideas relating to display of spices in a modern kitchen, from the standpoint of utility and good design.

The winning ideas will be widely publicized in the architectural and industrial design fields and in all the large national home magazines, so that kitchen planning of the future will take spices out of the cupboard and give them the practical and decorative treatment they merit.

The largest responsibility for carrying out the "modern" theme in our campaign will, of course, fall on the shoulders of our highly effective food publicity program. The day-by-day production of recipes, photos and information on spices for newspapers, magazines, radio and television may be less dramatic than a contest, but it has been proven much more effective.

Timing happily with our theme is the fact that the association's public relations counsel, Bernard L. Lewis, Inc., has opened a new test kitchen equipped with all of the latest appliances available to the modern woman. In hundreds of ways, our food publicity will show the homemaker how spices fit into her modern way of life.

A good knowledge of spices, it will be demonstrated, is the gourmet touch of quality that is needed in an age of can opener and frozen package cookery. While the current trend to time and work saving cookery is fully recognized, it is the spice trade's belief that a gentle gourmet approach at times is needed to keep a real in-

terest in cooking alive. It is one of the effective ways the kitchen can be kept from becoming a laboratory.

Television's powerful influence on modern living will be used in the campaign by an interesting dummy can project. "Out-size" models of intriguing looking spice tins are being produced for distribution to the many television cooking kitchens across the nation. This will not only emphasize the use of spices, but will show the homemaker how she can display them in her kitchen.

ASTA's growing bulk publicity program reached a new high in success this past year, and plans have been laid for even more extensive work this year. In late 1953, the publicity committee initiated a new reprint merchandising program which has proved very popular. This project first makes certain that all technical articles on spices which appear in national trade magazines are then produced and distributed in any quantities desired to the various member companies. Salesmen's portfolios of these article reprints also have been made up and sent to the grinder members. Ten such articles were published by magazines representing various segments of the food field last year.

This year the bulk program will be augmented by increased activity in the institutional field. Literature and quantity recipes are being prepared which will help restaurant and other mass feeding operators to learn more about spices and how to use them.

ASTA convention participation is also being stepped up this year. In June, for the first time, the spice trade will exhibit at the large National Independent Meat Packers show in Chicago. In October we will again take a booth at the American Meat Institute convention. Our displays at the Western States Meat Packers convention in San Francisco in the past two years have proved extremely popular, and this will also be continued. The spice exhibits at this show have been handled by the active California regional groups of ASTA, while grinder members from the Chicago area will be organizing our efforts at the other shows.

The American Spice Trade Association's public relations program is 18 years old. In that time it has faced, we feel successfully, many problems, including a bland food fad in the 1930's, wartime shortages and high postwar prices. Much of this success, we believe, has been the result of mobility, of a willingness to mold our promotional thinking to the exigencies of the moment.

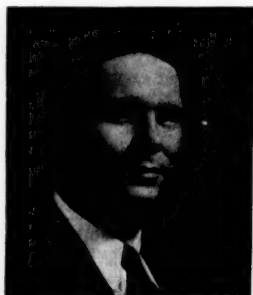
This year's "Spices in the Modern Kitchen" theme, it is felt, not only ties in with the problems and thinking of today's homemaker, but solidifies and exploits the demand for spices which 18 years of effort have gained.

# spices as they look today

By LESTER W. JONES, Director of Purchases  
McCormick & Co., Inc.

Spices—a word which in its generic sense includes herbs—fall into three main categories—the aromatic, such as cinnamon and cloves; stimulants, such as pepper and mustard; and herbs, such as basil, thyme, sage, etc.

Today, spices are more necessary than ever. Between two world wars the imports of spices declined, and during this period the homemakers fully realized the important part spices play in the health and happiness of our people, for it was brought home to them that "bland" food is not enjoyable.



About 1934 the American Spice Trade Association organized the industry to educate homemakers in the use of spices in everyday cookery. Point of sale displays, recipe booklets and national advertising contributed to the effort, through which about 89 per cent of the consuming public became more spice conscious.

The experiments conducted by our Armed Forces with spice-seasoned foods resulted in improved appetite, greater endurance and better physical condition. In view of these tests, plus the importance of spices to the general health of the country, the spice industry was classified essential.

Despite the fact that most spices returned to near normal supply about 1947, unsettled conditions in the East Indies and China, coupled with the growing increase in the use of spices, developed a new shortage. The industry, in order to meet this situation, presented to the public mixtures of spices and seasoning agents which met with a great deal of approval.

During this period, the spice industry realized it had an opportunity to extend the gains made in public favor by improving many packages, and solved labor difficulties without serious dislocations.

Metal containers were designed with tamperproof closures—a closure permitting the insertion of a teaspoon for measuring without losing the sifter principal. This package became known as a tamperproof-spoonsift spice can.

Figures show that from 1941 to 1954, consumption of spices steadily increased. These results have been brought about by the careful planning of the members of the American Spice Trade Association. Their publicity and research programs have educated the public in the use of spices, and in the essential part they play in the health and enjoyment of our everyday life.

The food writers and home economists of the United States have rendered a most important service to the homemaker in providing her with tested recipes. These have appeared daily in newspapers and magazines, and over

radio and television, and have contributed to the increased consumption of all spices, many of which heretofore were little known and seldom used.

The spice industry is again being challenged to make plans for the future to insure sufficient spices for all our needs.

Large quantities of mustard seed were formerly imported from China. Government regulations now prohibit the importation of this seed. Years ago, mustard seed was introduced in the United States, and today Montana and Canada produce sufficient quantities for our domestic needs. Millions of pounds of cassias were also formerly purchased from China, but like mustard seed its importation is now prohibited. This caused a terrific drain on other cassia producing areas, including Indo China, chief source of Saigon cassia. The Treasury Department of the United States rejected the license for importation of further cassia, and until such time as the government and the spice industry can work out a satisfactory plan, we will not receive new supplies. Until further deliveries of Saigons are available, the quality of ground cinnamon will deteriorate after the present supplies are exhausted.

Because of increased demands and decreased production, there is at present a definite shortage of East Indian nutmegs, Jamaican pimento (allspice), Jamaican ginger, and many of the seeds.

This provides the spice industry with a new worry. Initially, it must employ every effort to insure increased production of spices in the various foreign countries, and work out an arrangement for the cultivation of various spices, seeds and herbs in countries that are not Communist controlled.

All of these conditions may paint a black picture for the spice trade, but if given proper attention, our future will be assured. With the increase in population in the United States, estimated at 60,000,000 by 1960, it is imperative that action be taken promptly.

## Montana farmers planting more mustard seed

By FRANK J. FRELLESON, B. C. Ireland Co.

With surpluses in wheat and with the drive for flexible supports on agricultural commodities, wheat growers are turning to the planting of the old standby, mustard. This applies particularly to the farmers of northern Montana, for whom mustard has been a good cash crop in the past.

It can be delivered direct from the combine, and is proving a good crop to plant on acreage where the usual crops only contribute to over-production. There is no

(Continued on page 67)



# **FIFTY YEARS**

*of Service*

**to the SPICE TRADE**

**1904-1954**

## **THE CAROLINA PEPPER ASSOCIATION**

*Florence, South Carolina*

**Growers and Shippers of**

## **HOT CAROLINA LONG RED PEPPERS**

- Dependable source for highest quality domestic RED PEPPERS.
- Our "low heat—slow drying" process guarantees brightest RED color.
- RED PEPPERS "bred up" for extra pungency, long lasting color.
- FIFTY YEARS of production experience.

**T. B. YOUNG & CO., Agents and Managers**

**Florence, S. C.**

**P.O. Box 632**

**Telephone 4367**

# *Greetings to the*

## **AMERICAN SPICE TRADE ASSOCIATION**

### **AFFILIATED PRODUCE COMPANY, INC.**

*Importers — Merchants*

120 Wall Street

New York 5, N. Y.

### **ASMUS BROS., INC.**

*Spice Importers and Grinders*

523 E. Congress St.

Detroit, Mich.

### **BARRY & POWELL**

*Marine Insurance Brokers*

15 William Street

New York 5, N. Y.

### **BOWNE-MORTON'S STORES, INC.**

*23 Waterfront Warehouses*

Herbert E. Simpson, President

611 Smith Street

Brooklyn 31, N. Y.

### **THOMAS F. BURNS, INC.**

*Agents and Brokers*

82 Wall Street

New York 5, N. Y.

### **BUSH TERMINAL COMPANY**

*Warehousing*

100 Broad Street

New York 4, N. Y.

### **CAL-COMPACK FOODS, INC.**

*Growers — Dehydrators — Grinders  
Paprika — Chili Powder — Hot Peppers*

Santa Ana

California

### **M. GOLODETZ & COMPANY**

*Importers, Merchants, Exporters*

120 Wall Street

New York 5, N. Y.

### **MORRIS J. GOLOMBECK, INC.**

*Importers of Spices and Seeds*

12 White Street

New York 13, N. Y.

*Compliments of*

### **INTERNATIO-ROTTERDAM, INC.**

*Importers - Exporters*

61 Broadway

New York

### **A. C. ISRAEL COMMODITY CO., INC.**

*Spices*

95 Front Street

New York 5, N. Y.

### **S. L. JONES & COMPANY**

*Importers and Exporters*

210 California Street

San Francisco 4, Calif.

### **J. K. LAUDENSLAGER, INC.**

*Importers and Grinders*

612-16 W. York Street

Philadelphia 33, Pa.

### **LO CURTO & FUNK, INC.**

*Custom House Brokers*

21-24 State Street

New York 4, N. Y.

### **JULIAN W. LYON**

*Brokers — Agents*

7 Dey Street

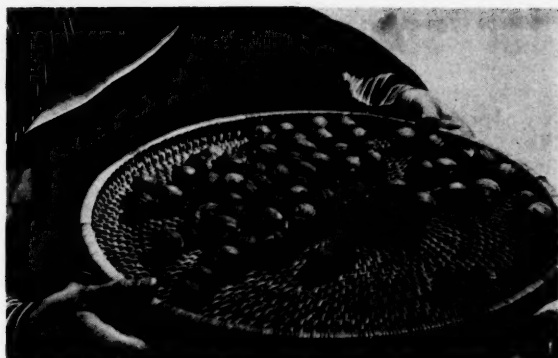
New York 7, N. Y.

### **R. MARKEY & SONS, INC.**

*Certified Weighers*

95 Front Street

New York 5, N. Y.



# A S T A

## 48th Annual Convention Whiteface Inn Lake Placid, N. Y. May 30—June 2, 1954

### MERCHANTS CARLOADING CO., INC.

*Freight Forwarders*

Pier 8, North River — 407 So. Dearborn St.  
New York 6, N. Y. Chicago 5, Ill.

### NOLTE BROKERAGE CO.

*Spices — Domestic Red Peppers*

721 Clark Avenue St. Louis 2, Mo.

### THE AVERY F. PAYNE CO., INC.

*Spices — Seeds — Herbs*

82 Wall Street New York 5, N. Y.

### POLAK TRADING CO., INC.

*Agents and Brokers*

80 Broad Street New York 4, N. Y.

### M. A. PORAZZI COMPANY

*Importers and Agents*

80 Wall Street New York 5, N. Y.

### WALTER F. POWERS

*Weigher and Sampler*

24 Stone Street New York 4, N. Y.

### PRADAT & DOUGLAS

*Public Weighers and Gaugers*

227 No. Peters Street New Orleans

### RAHE-GILBERT CORP.

*Weigher and Sampler*

80-82 Wall Street New York 5, N. Y.

### JOHN E. RAISCH & CO.

*Weighmasters*

15 Moore Street New York 4, N. Y.

### E. H. SENNHAUSER

*Spices — Seeds — Herbs*

10 Bridge Street New York 4, N. Y.

### E. H. SIMPSON & CO., INC.

*Agents and Brokers*

96 Wall Street New York 5, N. Y.

### SOKOL & COMPANY

IMPORTERS—EDIBLE SEEDS, SPICES, HERBS,  
SAFFRON, PAPRIKA, LENTILS, CHICK PEAS, ETC.  
241 East Illinois Street Chicago 11, Ill.

### UNITY WAREHOUSE CO., INC.

*Warehouses — Distribution — Trucking*

387-91 Greenwich Street New York 13, N. Y.

### VAN LOAN & COMPANY, INC.

*Importers and Grinders*

176 Franklin Street New York 13, N. Y.

### WESP WEIGHING COMPANY

*Weighers and Samplers*

82 Beaver Street New York 5, N. Y.

### WOLMET RAW PRODUCTS CO.

*Coffee — Spices*  
*Brokers and Agents for Foreign Shippers*  
135 Front Street New York 5, N. Y.

# the market for spices in the Mexican food field

By E. GEORGE LAMBRECHT, Editor, Gentry Serenader  
Second Vice President, Mexican-Foods Institute

The market for spices in the Mexican food field is as wide as the market for Mexican foods.

The question which thus presents itself is, "What is the market for Mexican food?"

To answer this question requires still another: "What is Mexican food?" One might well ask, "How French is French dressing?" or "How Chinese is chop suey?" For strangely enough, most Mexican food consumed in the United States is not Mexican at all.

While it may be true that this type of cookery had its origin in California and the Southwest during the days when these regions of the United States were under the Mexican flag, the authentic Mexican cookery of those times has undergone many changes until today the so-called "Mexican" foods consumed in this country are actually more Texan in concept than they are Mexican.

In fact, Texans who journey to Mexico City are disappointed to find that truly Mexican foods are not the same as what they are accustomed to eating in the States. To get a good bowl of chili in Mexico City—the kind they are accustomed to back home—they either have to scout around to locate a canned American product, or wait until they return north of the border.

What is generally considered to be Mexican cooking in the United States, therefore, is more correctly a Texan version of Mexican dishes—or "Tex-Mex" food.

From the standpoint of both poundage and dollar volume, canned chili (with or without beans) is the most important canned goods pack of so-called Mexican-type food consumed in the United States. Next in importance are canned tamales. Together, these two products comprise the third largest single canned meat category in all Federally inspected meat plants in the United States, topped only by canned luncheon meats and canned hams. This, of course, does not take into account canned soups containing meats, nor does it include the vast quantities of chili-seasoned canned meat products packed in intra-state, or non-Federally-inspected, plants.

Consumption of canned chili and canned tamales is by no means restricted to the West and Southwest. Some of the major canners are located in Chicago and other parts of the Midwest—and much of their pack is consumed in the Midwest. The populous New England and

Atlantic States remain a challenge to the merchandising ingenuity of chili canners.

Several years ago an analysis of news clippings revealed that chili is an important item on school lunch programs from Minnesota to Texas. This is easy to understand, because chili is nourishing, satisfying and relatively inexpensive—on top of which it has a zesty taste appeal.

The fact that chili is selected to meet the rigid requirements of school dieticians as to nutrition, economy and palatability is added proof that chili is coming into its own as an all-around, all-American dish.

These newsclips also revealed that chili suppers and chili dinners are a favorite of church groups, service clubs and others—all of which goes to prove that chili, far from being merely an economical and tasty dish, has a place of honor on the tables of organizations that want to offer menus that will appeal to the largest number of guests. They operate on the maxim: "Everybody likes chili!"

There are probably as many versions of chili con carne as there are cooks who make it. The increasing consumption of chili in areas thousands of miles removed from the Rio Grande is introducing many housewives and diners-out to other tasty Mexican-type (or Tex-Mex) dishes. As they discover that chili need not be hot or overly spiced in order to be tasty and appetizing, they develop an interest in other so-called Mexican foods, such as tortillas, enchiladas and tacos.

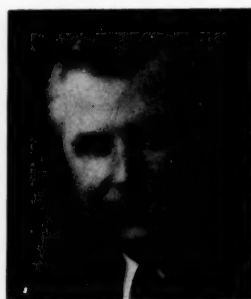
As is the case with chili, there are endless variations of these foods. In addition to these entrees, homemakers are discovering the delight of Mexican-type soups, salads and desserts. Food manufacturers, too, are discovering that these products are finding a growing market among homemakers who want to add variety to their tables.

Tortillas are thin, dry pancakes made from cornmeal. They are circular in shape, about six or eight inches in diameter. They are generally eaten in place of bread.

Broadly speaking, enchiladas may be considered to be rolled or stuffed tortillas. Enchiladas are not made only with beans and meat. Poultry, such as chicken, is beginning to come into its own, in chicken enchiladas; fish and seafood enchiladas are also finding favor.

Tacos may be defined as turnovers made from tortillas—usually stuffed with meat, chorizos (a "hot" sausage), tuna, cheese or chicken, covered with a chili-flavored sauce and topped with shredded lettuce.

The ratio of canned chili-seasoned products to home-made chili-seasoned dishes is roughly nine to one. This estimate is based on the approximate quantity of chili seasonings sold to food processors by chili grinders in Southern California, the principal domestic producers of chili seasonings.





The chief seasoning ingredient is chili powder, although some canners prefer to buy chili pepper (the straight ground dried fruit of *Capsicum frutescens*), and mix their own imported and domestic spices during their packing operations to produce their own chili flavoring.

Chili powder, contrary to popular belief, is not Mexican but American in origin, as well as in production. Virtually no chili powder is made or sold in Mexico proper. Because there are no grade standards for ground chili pepper or blended chili powder, there are many variations of both of these seasonings on the market. Every chili grinder, for example, offers a number of his seasonings in varying price brackets, based on variations in quality.

#### **Blend of spices**

Chili powder is actually a condiment in much the same way that curry powder is a condiment. Chili powder is a blend of ground chili pepper with other seasonings. These spices generally include garlic powder, oregano, and cumin; some blends call for the addition of cloves and/or allspice. Some blends also call for black pepper as a chili powder ingredient.

If chili powder (or a chili seasoning blend) is the chief flavor ingredient in chili con carne, tamales, and so on, and if chili powder is not sold or used in any quantity in Mexico proper, the question might well be raised as to how truly Mexican foods are prepared. The answer is found in the use of fresh peppers, both red and green, as well as dried chili pods.

Surprisingly enough, chili pods are sold not only in California and the Southwest, but also in the Midwest, especially Illinois and Missouri. They are generally sold through jobbers or wholesale produce houses, and when sold at the retail level, they are weighed out of the bale or carton, as the case may be, and sold by the pound. Compared to the rate of national canned chili consumption, however, the sale of chili pods offers a comparatively small market, which is limited mostly to consumers of Mexican origin.

Some firms in Texas and California offer canned chili peppers for sale, but most food writers and editors confine their Mexican foods recipes to seasoning ingredients more generally available. In addition to such seasoning ingredients as chili powder, cumin, oregano, garlic powder (or raw garlic cloves), black pepper, allspice, and cloves, many recipes also call for the addition of paprika for color and red pepper for a touch of extra heat. Some recipes also call for onion powder or onion flakes (or raw onion).

#### **Desserts, too**

Mexican cookery is certainly not confined to entrees only. Although its principal characteristic is the use of chili seasoning in the preparation of a sauce or gravy, Mexican cookery includes the use of such spices as nutmeg and cinnamon for the preparation of desserts.

The American market for so-called Mexican foods, and the market for spices used in these foods, is national in scope. Prejudice based on misconceptions as to "heat" and spiciness are being broken down by modern advertising and publicity techniques, with canned chili creating new converts every day. As more and more consumers discover for themselves how delightful and nourishing a "bowl of red" can be, they become increasingly interested in experimenting with other Mexican-type dishes.

(Continued on page 65)

## **JOENSSON & CROSS, INC.**

**270 Park Ave. -Section A**

**New York 17, N. Y.**

(Established since 1909)

### **SPECIALISTS IN HIGH QUALITY SPICES PARTICULARLY**

**DALMATIAN SILVER LEAF SAGE**  
(latest crop in pressed bales)

**PEPPER BLACK**

**PEPPER WHITE**

**PAPRIKA SPANISH—high colour value**

**CHILLIES—all grades and origins**

**CAPSICUMS—all grades and origins**

**GINGER—all grades and origins**

## trends in herbs



By MRS. EZRA WINTER, President  
House of Herbs, Inc.

It would take a thousand words to touch on the many factors contributing to the long sleep of herbs in this country but except for three herbs, sleep they did for years as far as the great cooking public was concerned.

Of course those very important herbs, onions, garlic, parsley, celery leaves, mint, and to some extent chives, have always been available in our markets or gardens, and are so accepted that they are not generally thought of as herbs.

The three herbs that have flourished on pantry shelves since the days of our great, great, great-grandmothers are sage, thyme, bay leaves. These three have always been available in all groceries in little cardboard or tin boxes, along with many spices, at low cost. These and spices have therefore never ceased to appear in recipes in cookbooks and magazines. Of course, to those who had lived or traveled in European countries, tarragon, basil, marjoram, savory, rosemary, oregano, chervil and anise were also familiar.

In 1933 The Herb Society of America was formed for the purpose of furthering the knowledge of herbs. That ever-growing nation-wide organization has devoted itself to herbs as to a religion. It has circulated information on all phases of the development of herb interest.

A book written and dedicated to the Society by Helen Noyes Webster, called "Herbs—How to Grow Them and How to Use Them", was published in 1939, and was one of the definite beginnings. All books which began to appear at that time were devoted largely to growing herbs.

Helen Morganthau Fox, always familiar with herbs as plants and for flavoring, went exploring in foreign lands for herb seeds and plants for the United States. Among her books of great knowledge and beauty are "Herbs for Flavor and Fragrance," and "Gardening for Good Eating."

The late Mrs. Rosetta Clarkson of Milford, Connecticut, published a number of books of practical and inspiring information on the history, growing and use of herbs. Her "Magic Gardens" was published in 1939. "Green Enchantment" followed, and "Herbs, Their Culture and Uses" in 1942 has been reprinted many times since. But she also wrote and published and circulated on request, without cost, "The Herb Journal."

Its first issue mysteriously appeared in our farm mail box one day, and it sat me down on a stone wall in open-mouthed wonder at how, out of the heavens, in black and white, had come into my hands, practical information on the subject which had begun to be a growing fever.

The trend of herbs is easy to trace, beginning in the mid thirties and in outstanding cookbooks published in the United States since then. Thyme, sage, bay leaves, parsley, onions, garlic and sometimes chives were mentioned frequently, but if tarragon, basil and marjoram were courageously mentioned, explanations were hurriedly given as to where they might possibly be obtained, or what could be used as substitutes.

In 1939, Mary Grosvenor Ellsworth's delicious cookbook, "Much Depends on Dinner," devoted a chapter to herbs, giving information, and many of her recipes called for a variety of herbs. In 1939, the "American Kitchen," by Crosby Gaige, was published. Savory, basil, oregano and marjoram are mentioned in this book. In 1940, "The Book of Herb Cookery," by Irene Botsford Hoffman, was published. The use of herbs is well covered in this book and much information given on this *NEW* way to season food.

During the war years, cookbooks of several large magazine publishing houses contained chapters on herbs. Our soldiers returning from World War II began prodding their mothers and wives into a wider range of seasoning, ushering them to stores where packages of the things they had learned about in foreign countries were beginning to be available.

Gradually, since 1942, increasing editorial and recipe mention of herbs has appeared in magazines and newspapers. An editor of one of the big magazines says, "As the years go by, we seem to use herbs more and more, because women show greater interest in herbs for cooking."

Here is a record of one of the big women's magazines: In 1944, a two-color feature story was published, in which many paragraphs were given to herbs. In 1945, mention of herbs in recipes numbered 27; in 1946, 70; in 1947, 72; in 1948, 144; in 1949, 172; in 1950, 208; in 1951, 218; in 1952, 175, and in 1953, 265. These mentions do not include a one-page, four-color article on herbs.

The magazine *Gourmet* came into being about 1940. It has developed many epicures, and herbs have always appeared in its recipes.

In 1940, at a first "meeting with the public" with a few House of Herbs products, women were a little embarrassed by them. Jars of savory, marjoram, rosemary and tarragon were smilingly touched, as though they were witchcraft, but they were not bought, and except from Europeans no real interest was evident.

In 1941 and 1942, articles on the use of herbs were sent by us to 300 publications every month. Only rarely

was one of these articles published. They did not mention House of Herbs, but were strictly information on a single herb in each case. Printing literature of an educational nature was begun in 1941. Constant rewriting and improving of this literature for free distribution was responsible for much burning of midnight oil over the years. To get herbs and information on how to use them, simultaneously, into a woman's hands, gift sets were developed. Much advertising devoted to the selling of these gift sets was done by the House of Herbs, beginning in 1942 and increasing annually.

By comparison with the early 1940's, it might be said that herbs have "arrived." Several thousand people visit our small showroom, here in Salisbury, annually. This keeps us sharply conscious of the ever-increasing trend toward acceptance of the importance and necessity of herbs, as part of America's ever-growing interest in fine cooking. Fewer people are fearful of not knowing *what herbs to use and how much*, but there are still an amazing number who want to use them and are afraid to begin without lots of information. However, growing numbers consider themselves masters of herb cookery, discoverers of the art, and full of new and secret uses for certain herbs.

The United States government has issued herbs to the men in the armed services. In veteran hospitals, as part of the rehabilitation program, ambulatory patients tend herb gardens to learn the culture of herbs.

It has become difficult to rate herbs in order of popularity. Tarragon, basil and marjoram keep changing position in first place. Oregano and rosemary change position frequently, too. Perhaps recipes in magazines and newspapers and in television shows have an influence.

The trend is certainly going up steadily and at an increasing rate each year. From a comparative commercial standpoint, most spices cannot be grown in home gardens. Herbs can, and herb growing has become a popular subject at garden club meetings.

#### **the market for spices in the Mexican food field**

(Continued from page 63)

Food writers and commentators are finding in this field a new source of interesting recipes for their columns and radio and TV shows.

On the national scene, President Eisenhower's fondness for chili is bringing valuable publicity to this hitherto lowly comestible, and Vice President Nixon has mentioned enchiladas as being his favorite dish. The stated preference of these two politicians for chili con carne and enchiladas, respectively, cannot help but have a salutary effect on the increased consumption of these two dishes—at least among Republicans. On the other side of the political fence stands ex-President Truman's wellpublicized liking for chili, Missouri-style.

Far from being only a specialty of "chili parlors," chili and related foods are rapidly assuming new prestige. In fact, some exclusive eating places are now featuring chili and similar dishes on their menus at \$1.50 and up per serving.

How big is the market for spices in the Mexican food field? How big is America?

MAY, 1954

## **ARTHUR G. DUNN**

82 Wall Street

New York 5, N. Y.

### **IMPORTER**

### **SPICES AND SEEDS**

CASSIAS

PEPPER

GINGER

NUTMEGS

MACE

PIMENTO

CLOVES





# what's happening in pepper?

By ALFRED JOENSSON, President  
Joensson & Cross, Inc.

The pepper market has been very unstable since the end of the war. Just prior to the war, fortunately, supplies had piled up in this market to the tune of about 36,000 tons, and this quantity was acquired at an average price of about 5-1/2 cents per pound.

Immediately upon the entry of America into the war, a ceiling of 6-1/2 cents per pound was set here. This ceiling proved to be non-functional, and the free world market itself advanced in rather short order to a value of about 25 cents per pound.

None of the free world market supplies reached this country, and when the ceiling—then standing at 15 cents per pound—was removed from pepper over here on August 26th, 1946, a determined scramble started for the available world supplies of pepper, and the market advanced in very short order to a price level of about 50 cents per pound.

During the last five years the market has gyrated up and down, as will be seen from the accompanying table.

The high prices have had the effect of bringing ample supplies to this country, while the rest of the world, particularly Continental Europe and the Iron Curtain, have mostly been without adequate supplies, because the price was too high to find ready distribution there up to recently. However, during the past two years the offtake in Continental Europe and the Iron Curtain countries, as well as India, has increased steadily, and it is to be assumed that at present prices the consumption in these districts is likely to advance to prewar levels.

In my opinion, it can be said quite definitely that up to the end of 1952 there was only just sufficient pepper produced to satisfy consuming needs at the comparatively high prices then prevailing, but in 1953 this picture changed rather definitely. The 1953 production was generally estimated at 42,000 tons, and the carryover on January 1st, 1954, is usually estimated at around 6,000 tons.

Starting with this figure, the crops to be harvested this crop year are estimated as follows:

Carry-over January 1, 1953.....	6,000 tons
Indian crop.....	21,000 tons
Sarawak and Borneo crops.....	12,000 tons
Lampung crop.....	8,000 tons
Muntok white pepper crops.....	6,000 tons
Total:	53,000 tons
Estimated 1954 minimum consumption:	38,000 tons
Possible surplus production:	15,000 tons

These estimates and the consumption estimate are informed guess work, and depend greatly upon the price level which will prevail during the calendar year 1954. To guess at this price level, and possibly therefore at the consumption, is an impossible task. There is, for the first time since the war ended, a generally bearish attitude prevailing today among the importers and the grinders. Little regard is given to such contingencies as war clouds, crop scares, pepper root disease, etc., and a conviction prevails

## U. S. Pepper, Prices and Arrivals

	1949	1950	1951	1952	1953
	Average	Average	Average	Average	Average
	Tons	Tons	Tons	Tons	Tons
	Price	Price	Price	Price	Price
January	81.8	1675	576	1033	1404
February	569	1072	1308	582	1194
March	641	993	1421	1022	1082
April	1485	1247	910	1413	1087
May	1345	928	993	559	1335
June	970	1106	1055	520	863
July	1067	523	532	862	593
August	1013	1056	504	1414	921
September	1082	2559	421	1317	1316
October	1174	2653	817	1351	1230
November	1207	1008	706	956	1507
December	372	136	477	1688	1059
Yearly average:	11872	14804	10785	12807	13621

that the price MUST go down to the 50 cent level. Such an attitude is dangerous on such a speculative commodity as pepper.

The average consumption prior to the last war was approximately 54,000 tons annually, and the population of the world has since increased very greatly. If pepper should decline to a comparatively low price, there would exist a very real incentive on part of the manufacturing trade for a continued sales promotion of pepper as the major and most useful spice, not only in the U.S.A., but in all European countries and even in India herself, as a large pepper consumer. Hence it follows that the apparent overproduction in sight might well lead to a very sharp increase in consumption if prices remain reasonable. Furthermore, the use of substitutes of oleoresin or oil derivatives from pepper may be expected to shrink greatly and be replaced by much greater use of natural spice.

There is another point which might upset calculations, and that is the black Sarawak pepper was used heavily during the year 1953, and it may not be available in 1954, if the Sarawak producers should decide to revert to the production of white pepper, which grade usually commands a higher price than black pepper.

Sarawak and Borneo producers have a much greater experience in producing white pepper than they have in the production and drying of black pepper. If the Sarawak crop should be mainly converted into white pepper, the resulting lack of competition in black pepper will undoubtedly increase its chances of a fairly high level price.

There is one other point which may come to the assistance of the producers, and that is that short sales have been made in substantial quantities for July-December deliveries. These will create support to the market and so will the grinding and packing establishments here and in Europe, if they decide to carry a fairly good stock of pepper and replenish it by forward purchases from time to time.

If, however, the consumers resist forward buying in the expectation that spot stocks may become burdensome to holders and may thereby create an even greater demoralization in the price level than has already taken place, the grinders and packers may find themselves at the same disadvantage they have been at most of the time during the last five



years. This point is best illustrated by the accompanying table.

It is my belief that pepper distribution and consumption is definitely on the increase in all countries, and that world consumption will reach and exceed the previous figure of 54,000 tons annually, in the not-too-distant future.

There is one other point which should be mentioned, and that is the tendency of Far Eastern countries to burden their exports with heavy export taxes. This country has been particularly prevalent in India, where there is still a 30 per cent export tax assessed ad valorem at time of shipment, with a maximum of about 28 cents per pound. At the present prices, this export tax works out at about 16 cents per pound. When this export tax is finally eliminated by the competitive pressure of Sarawak, Borneo and Indonesia, which had their cultivations destroyed during the Japanese occupation, India will then again be able to take her rightful place in the distribution picture.

The Indian export tax works in favor of Indonesia and Sarawak producers, and to the detriment of India. The producers and shippers in India recently, with some energy, petitioned the government to stop this outworn device of collecting taxes and penalizing the producers and exporters. Indian pepper, because of its somewhat better quality, will then find increasing consumer acceptance in consuming countries, at the lower prices thereby made possible.

From the foregoing, it will be seen that it is impossible to forecast the future of the pepper market this year, except perhaps on a short run basis from time to time when shipments from the production centers lag behind, as they are doing at the moment. It is however, an interesting market, and a careful study of it at all times may produce dividends.

**W. J. H. Doran killed in accident  
at coffee plant; was 82 years old**

W. J. H. Doran, president of the Doran Coffee Roasting Co., Denver, died last month of injuries suffered when he was caught in a freight elevator at the coffee plant. He was 82.

Mr. Doran was born in Canada and came to Denver 49 years ago after living several years in Omaha, Neb. He formed the coffee company soon after moving to Denver.

Mr. Doran was a Denver city councilman for 14 years, and was organizer and president of the Denver Manufacturers Association, which later became a unit of the Denver Chamber of Commerce. He was a member of the Chamber and of the El Jebel Shrine when he died.

He is survived by his wife and a son, W. Roy Doran. Roy Doran has been associated with his father in the Doran Coffee Roasting Co. for many years.

**more mustard seed**

(Continued from page 58)

problem on storage, and there is a ready market.

The Oriental and brown varieties of mustard are crops which have proven to be good in dry years. The yellow variety, however, when seeded on clean ground with a normal amount of moisture, has brought good profits to the farmer.

The cost of seeding mustard is small. The seed is generally furnished by the contracting firm which buys the mustard, and its cost is deducted from the returns on the crop in the fall. Contracts are entered into as early in the season as possible, to insure the acreage.

MAY, 1954

*In Food It's Seasoning —  
— In Seasoning It's Gentry  
... Since 1919 ...*

**ONION  
GARLIC  
CHILI POWDER  
CHILI PEPPER  
PAPRIKA  
CHILI PODS  
CRUSHED RED PEPPER  
HOT PEPPER GOODS  
CUMIN - OREGANO  
BARBECUE SPICE**



**GENTRY**

LOS ANGELES



## ISTHMIAN LINES

**Fast Regular Dependable  
SERVICES**

FROM  
**MALAYA  
INDONESIA  
CEYLON  
INDIA  
PAKISTAN**

### ISTHMIAN STEAMSHIP COMPANY

71 Broadway, New York 6, N. Y. Dlgby 4-9100

Nights & Holidays: Dlgby 4-9119

BALTIMORE  
BUFFALO  
CHICAGO  
CLEVELAND  
DETROIT  
GALVESTON

HONOLULU  
HOUSTON  
LOS ANGELES  
MOBILE  
NEW ORLEANS  
NEWPORT NEWS

NORFOLK  
PHILADELPHIA  
PORTLAND, ORE.  
ST. LOUIS  
SAN FRANCISCO  
SEATTLE

# the caraway and poppy seed market

By A. A. POORTMAN, President  
Association of Dutch Exporters of Grains, Seeds and Pulse

The country which produces the most caraway seed is still the Netherlands, which grows it in the heavy clay soils along the coast districts.

It is rather odd, but the Dutch people themselves do not appreciate the taste and flavor of caraway seed. The product is entirely an export article for Holland.

In good, clean, sound condition, caraway seed can be stored for a very long time. It is known that seed stored in bond for over 30 years still showed a good, bright color and could compete in quality and flavor with the latest crops. In this regard it can be compared with pepper.

Of course, I do not propose long-term speculation. Don't forget shrinkage and storage costs.

As caraway seed is a speculative article, there is always a certain cycle in the acreage sown, according to market price. We have had an illustration of this in recent months.

In November and December, 1953, Dutch caraway seed was quoted at about 9¾ cents per pound, parity CIF New York. This price was really much below cost for the farmers.

According to rough calculations, the available stocks in Holland were just sufficient for an average export, until the new 1954 crop arrives on the market next July.

It is also public knowledge that the acreage this season is much below the average and is estimated at no more than about 1,200 to 1,500 HA (one hectare equals 2½ acres). Even with an average yield for the 1954 crop, it is quite clear that according to the law of supply and demand the market will be in favor of sellers.

One must bear in mind that caraway seed is a so-called two year plant, which means that when the seed is sown in the spring of 1954, it is harvested in July, 1955.

It is, moreover, impossible to prophesy anything about the progress of the market, because caraway seed is handled not only by insiders, but also is an attractive article to all kinds of people who want to gamble.

The largest buyers for consumption in Holland are two large chemical manufacturers who use the seed for ether-oil purposes, and their buying capacity varies according to the demand for this very expensive chemical product, which is used mostly for perfumery purposes, such as in toilet soaps. (Pears' Soap used to be a large buyer of caraway seed, up until 1914. From 1918 on, they imported caraway oil instead, from Holland.)

The oil percentage in the seed varies from two to six per cent.



The U. S. is still the largest buyer of Dutch caraway seed, and we are doing our utmost to maintain our position by giving careful attention to the qualities shipped to your country.

Everyone acquainted with blue poppy seed will agree with me that Dutch poppy seed is considered to be of the highest standard for the article, of whatever origin.

In recent years the competition of other countries, especially for export to the U. S.—your dollars still have a great attraction—has become very keen. Furthermore, Holland is placed at a disadvantage because our acreage sown to poppy seed has become smaller and smaller.

In 1946 we had an acreage of 6,500 HA; in 1950, 3,500; in 1951, 5,400; in 1952, 870; and last year only about 300.

Holland exported a much larger quantity than her own output in the 1953-54 season because of transit-transactions she did in poppy seed of other origins.

The decrease in acreage can be explained by several facts. In the first place, the yield during 1952 and 1953 was very disappointing. The average was about 500 kilos, against a normal average yield of 1,250 kilos.

Furthermore, there was a disparity in price between blue poppy seed and other articles, such as potatoes, sugar beets and peas. I think farmers all over the world are the same, and we cannot expect from them production of articles just to please the community, at their own expense.

For these reasons, stocks in Holland of blue poppy seed are practically nil, and in other producing countries you will get the same picture.

Present prices will, however, induce farmers to extend their production, so that a much larger output for 1954 can be anticipated. The new crop will arrive on the market next September.

I have given pictures of caraway seed and blue poppy seed as I personally see them. It is quite clear there will be many fluctuations in the near future for both products.

## Start work on M. J. B. building in Portland

Construction has begun on a new warehouse and office building in Portland, Ore., for occupancy by the M. J. B. Coffee Co. Dan Davis & Co. is owner and builder.

Plans, prepared by Lathrop, Gillam & Percy, architect-engineers, call for a structure with more than 6,000 square feet of floor space. It will have reinforced concrete walls and floors.

Southern Pacific will put in spur track, and loading docks are planned for freight cars and for trucks.

## Duncan Coffee buys 17 acres adjoining plant

The Duncan Coffee Co. has purchased 17 acres of land adjoining a tract presently owned by the company, at a cost of \$170,000, it has been reported.

## CSA greets ASTA as "older brother"

By RENE BOUDRIAS, President  
Canadian Spice Association

The Canadian Spice Association is a young organization—founded in 1941—but, as its members all work in an ancient and honored trade, we feel free to send greetings to the American Spice Trade Association, our "older brother", on the occasion of their annual meeting.

Our own annual meeting will follow hard on the heels of yours, June 4th-5th-6th, at the Alpine Inn, Ste. Marguerite, in the beautiful Laurentian Mountains of Quebec, north of Montreal, and we know that many of the problems you will discuss will be practically the same as those we will have to deal with.

We feel sure, though, that the objects of both associations, the fostering of good-will among members and the advancement of the trade and its commonly associated lines, will not be forgotten in the urgency of dealing with the hard, practical problems that are ours.

Though the basic objectives of the two associations are much the same, they differ in other aspects, and I would like to take this opportunity of describing our organization to you.

Canada is a large country, but our 15,000,000 population is widely spread, making difficult constant, close, personal contact among men dealing in the trade.

We first associated formally, as a matter of fact, only as a wartime measure, to help our government distribute fairly the resources available at the time.

Since then we have grown by leaps and bounds and now are the watchdogs of the trade, doing anything and everything we can to benefit the trade as a whole and the public whom we serve.

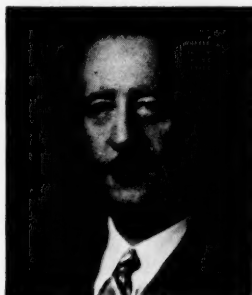
To date, in the 13 years we have been in existence, and particularly since the war, we have done much to better standards and to meet problems peculiar to Canada.

One problem, for instance, among many which we have had to face, was the lack of yellow mustard seed when our supplies from Holland were cut off during the war. We appealed to the government, and our farmers, particularly in the Prairie Provinces of Alberta, Saskatchewan and Manitoba, were assured a fair price.

The result is that we now have all the yellow mustard seed we want right in our own country and can look forward to the day when yet other spices will be grown here.

In one way, though, this would be a loss. The search for spices over the centuries has led to the opening up and the civilization of much of the world. Even today,

(Continued on page 74)



## PURITY SPICE and SEED MILLS

Incorporated

GRINDING — RECONDITIONING  
MIXING  
FOR THE TRADES

SPICES  
SEEDS

NUTS  
DRUGS

COCOA  
COFFEE

255 WATER STREET

BROOKLYN I, N. Y.

MAin 5-5170

## Quality Spices

Since 1850



DURKEE FAMOUS FOODS  
ELMHURST, L. I., N. Y.



## VOLKART BROTHERS, CO.

*Importers • Exporters*

**S P I C E S**

**C O F F E E**

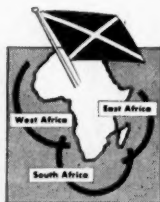
60 BEAVER STREET  
NEW YORK 4, N. Y.

## Spices from Africa

*Be sure your spice shipments  
arrive promptly*

*Specify  
"Ship via Farrell Lines"*

*Only fast  
regular  
service  
linking*



*the U.S.  
to all three  
ocean coasts  
of Africa*

**Our fast, modern cargo ships  
call regularly at all important  
African spice ports**

# FARRELL LINES

26 Beaver Street New York 4, N. Y.  
Telephone: WHitehall 4-7460

## Sees short crop in Grenada nutmegs

By F. C. HUGHES, Secretary  
Grenada Co-operative Nutmeg Association

With a contemplated short crop in nutmegs due to unfavorable weather conditions and with mace curing bins running empty as a result of the nutmeg shortage, market trends should prove favorable to the industry.

From reports overseas, it would seem that families are getting in a good mood over the use of nutmegs sprinkled in their food and drinks.

Crop prospects, at this writing, are these: Cropping is decreasing, and indications of heavy harvesting before September appear remote. It is now conceded that the crop for 1953-1954 will be a short one.

In quality, the trend is ever upward, and no pains are spared to conform to the exacting requirements of the Food & Drug Administration of the United States of America.

Those who have watched the homemakers notice how carefully they have fed the home, with palatable meals; shopped with an eye to economy, saving wherever they can, and using nutmeg to add that flavor and palatability which nothing else can do so economically and effectively.

The lady of the house is especially concerned with waste, extravagance and inefficiency. A housewife's duty is to save money and yet meet the needs of diet.

The trend towards a satisfying and non-injurious diet is in favor of nutmeg.

Nature, we believe, placed things like nutmegs and mace for human use and benefit. They prevent waste and extravagance. There are endless reputable cook books to prove this.

Should the trend not be to support the extended use of nutmeg and mace, making meals appetizing and palatable and aiding in the checking the increased cost of living?

To people with a cardiac trouble or hypertension, nutmeg and mace have a special significance. A low sodium or restricted sodium diet can be just as palatable and appetizing through the use of nutmeg and mace. In the illness mentioned, learning to adjust the life to a slower pace is one thing; diet is another.

### "Luaks" pick unique Indonesia coffee crop

One kind of coffee which few Americans have tasted is Indonesia's famous "Luak" coffee, according to the information office of the Republic of Indonesia.

Luak coffee beans are not picked from the tree by hand but by a discriminating small animal, the "luak," with squirrel-like hoarding habits. It picks only the very best, and Indonesians pounce on its hoards whenever they can find them.

Luak, however, is not exported to America. It is reserved for a select group of Indonesian and Dutch connoisseurs who are willing to pay prices for their coffee that would make even hardened American coffee men gasp.

COFFEE & TEA INDUSTRIES and The Flavor Field



# paprika — ancient and versatile spice

By MARIO A. PORAZZI, President  
M. A. Porazzi Company, Inc.

Paprika is the spice or condiment that is both colorful and nutritious. Its use is definitely on the increase.

It grows where sunshine is strong and abundant. While most of what we use is imported, it is said that the origin is Asiatic and American. Paprika is of the capsicum family. Like the rest of the capsicum family, paprika is a native of Central and South America, although its cultivation has since spread into many other parts of the world.

The pericarps of certain large red peppers, (*Capsicum Annuum* L) when ground, make this mild flavored and vivid spice. Paprika is known in Spanish as "pimenton," a name derived from the Latin, *pigmentum*.

Paprika can make many bland dishes colorful and distinctly flavorful. It is very useful, for instance, in cooking stews, ragout or fricasse dishes. The Hungarians and Spaniards are particularly adept in this particular phase of food preparation. More generally known, perhaps, is its use in conjunction with salads, vegetables, meats and fish. Added to bland cheese for example, it will enhance the flavor enormously. Salad dressings, tomato products, meats and meat products, spreads, etc., all utilize paprika.

It is perhaps one of the oldest of spices. The earliest grinding of paprika was done in what is known as a "metate", a sort of curved stone, such as is used for grinding corn and

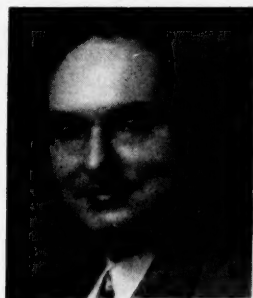
cocoa. In fact, in some parts of the world—where there still exist primitive peoples, not necessarily countries we know as producers of paprika—this method of making their own paprika is still used. A "metate", too, is further described as an antique granite stone, oblong in shape, and used in the manner of a millstone, in the sense that on top of it, another stone, smaller and cylindrical in shape, is rolled back and forth, milling the pods perfectly. Indians still use this method. Today, of course, more modern methods are employed, but stone mills are not unknown.

In Spain it would seem that paprika, or "pimenton", was first noted about the time of the discovery of America. The earliest mention of the capsicum family is found in a letter written by Chanca, physician to the fleet of Columbus, to the Chapter of Seville, Spain, in 1494, on his second voyage. He said the natives of Hispaniola lived on a root called "agi," also eaten with fish and meat. This "agi" signifies capsicums, and is still called this.

It is also believed that first seeds may have been brought to Spain by some of those who accompanied Hernan Cortes on his voyages of conquest to New Spain. The plants were so easy to transport by seed, that they were not long in reaching the East Indies, and from there were carried to Europe.

Cultivation of paprika in Hungary, for instance, is believed to date back to the late 15th or early 16th century. There are some who believe that the real origin of paprika is Brazil.

At the beginning of the past century, there started in Spain, the paprika industry which today is an important one to Spanish economy, and has made Spain the largest individual supplier. This was done by utilizing the existing ancient stone mills (Molinos de Piedras) which were in the Rio Segura (Segura River) in the Province of Murcia. About 1800 there were first formed the "Mercado del Pimiento" in Plaza de San Julian, in the provincial capital,



Established 1885

**B. C. IRELAND, INC.**

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

225 Front Street

San Francisco, Calif.

**VANILLA BEANS**

For over 90 years the recognized source  
of supply

**THURSTON & BRAIDICH**

286 Spring St.

New York, N. Y.

ESTABLISHED 53 YEARS

Tel.: MAin 4-5487  
4-8231

R. R. ELLSWORTH  
JOHN A. McAULEY

**Manhattan Milling & Drying Co.**

56-60 WATER STREET

BROOKLYN 1, N. Y.

**RECONDITIONERS**

CLEANING — DRYING — ROASTING — POLISHING  
MIXING AND GRINDING

**FOR THE SPICE, SEED, NUT, COFFEE AND COCOA TRADE**

# HOEGH LINES

LEIF HOEGH & CO. A/S OSLO

## REGULAR SERVICE

from

SINGAPORE, PORT SWETTENHAM, PENANG,  
COLOMBO, WEST COAST OF INDIA and  
RED SEA PORTS

to

EAST CANADA, U. S. NORTH ATLANTIC  
and U. S. GULF PORTS

## KERR STEAMSHIP COMPANY, INC.

General Agents

32 PEARL STREET, NEW YORK 4, N. Y.

Telephone: WHitehall 4-4450

Produces Pepper  
and Allspice without  
"Floury"  
Tailings

NEW  
Design

SCHUTZ-O'NEILL ROLLER MILL

Primarily a granulator, the new Schutz-O'Neill Ball Bearing Roller Mill cuts down the amount of powdery residue in the ground product. Double grinding action with two pairs of rolls develops capacity of 350 to 400 lbs. of pepper per hour. An elevator delivers it to the gyrator sifter. If you will advise us of your requirements, our engineers will recommend a suitable mill plan tailored for your plant. Write for literature. Also makers of



Murcia. Then it was transferred to the Porticos del Teatro Romea.

The growers used to gather, at first once weekly, and later daily. They would bring with them their various lots, and these were changed from one owner's containers to another's right there on the spot, the moment the lots were bought or sold.

At first the buyers were almost exclusively muleteers from the provincial capital and nearby villages, such as Espinardo, Churra and El Cabezo. In 1825 the product started to sell outside the region of Murcia, and the first markets were Quintanar, Toledo, and Valladolid. Likewise, muleteers and teamsters were the salesmen or traders.

Paprika imports for the past ten years have been as follows: 1952—8,830,528 pounds; 1951—6,933,773; 1950—7,052,144; 1949—6,695,053; 1948—6,404,258; 1947—6,407,258; 1946—6,729,438; 1945—5,220,214; 1944—3,729,831; 1943—2,770,071; 1942—4,034,535; 1935-39 average 6,337,327 pounds.

Domestic paprika production has become important, too. From a comparative trickle, you might say, before World War II, it amounted to something like 600,000 pounds in 1952.

In 1952, Spain was our largest source of importation. It supplied 7,179,511 pounds, compared to 661,618 pounds from Czechoslovakia, 454,800 pounds from Hungary, and 415,464 pounds from Yugoslavia. Other sources included French Morocco, Portugal, Bulgaria, Rumania, Chile and others.

Paprika, one of the most versatile of all spices, has the rare distinction of being the only Nobel Prize winner in the seasoning field. In 1937, while searching for large quantities of ascorbic acid for experimental work, the Hungarian scientist, Dr. Albert Szent-Gyorgyi, discovered that paprika is the richest source of vitamin C on earth. He also discovered that the vitamin C in paprika contains a permeability factor, which he called vitamin P. This substance keeps the walls of body cells in good condition, helping to prevent excessive bleeding. For his work, he received the Nobel award.

## J. M. Motley, Levering Coffee

### Co. president, dead at 76

James Marvin Motley, president of the Levering Coffee Co., Baltimore, Md., succumbed to a heart attack recently. He was 76.

Mr. Motley had been president of Levering since 1923. He was also a director of the Equitable Fire Insurance Co. and was formerly board chairman of the Provident Savings Bank.

Survivors include his wife, two brothers and a sister.

## Oklahoma coffee man dies

Timothy M. Ryan, wholesale coffee dealer in Oklahoma City, died recently following a four-month illness. He was 75.

Mr. Ryan had operated the Ryan Wholesale Coffee Co. since 1908. He moved to Oklahoma City from Tulsa, where he had also been in the coffee business.

Survivors include his wife, a daughter, three sisters and two brothers.

## Most of Zanzibar's cloves come from island of Pemba

Many have heard the island of Zanzibar lunked in name with cloves, but few outside East Africa have probably heard anything at all about the island of Pemba, from which Zanzibar derives most of the cloves which enhance her renown abroad, comments *The Financial Times*.

Both islands comprise the Protectorate of Zanzibar, the smaller Pemba lying some 40 or 50 miles north of her better-known sister. In an average July-December clove season, Pemba produces four-fifths of the total clove crop of the two islands.

This last season, a bumper harvest credited Pemba with nine-tenths of the total production.

Over 30,000 Africans flocked to the island from the East African mainland to benefit from the high wages to be earned in harvesting the bumper crop of 12 lakhs (1,200,000) of frasilas (frasila equals 35 pounds).

A good picker gathers about 14 or 15 liters a day.

The wage-rates for the pickers were assured by contract, even though the Arab landlords who leased their clove shambas for a high figure had to make adjustments with the lessees at the end of a season which saw the price landslide from the freak level of 900s. per 100 pounds to just over 200s. per 100 pounds.

Visitors to Zanzibar island, probably arriving at Zanzibar town, have to be taken to see the cloves. The rare visitor to the more isolated Pemba cannot help seeing—and smelling—the trees which play such a predominant part in the lives of the 115,000 Arabs, Africans and Indians inhabiting the island.

The penetrating scent hangs heavily in the air, undetected by the local people, but cloying to the stranger. The giant trees, rising higher than a three-story building, are everywhere in tangled luxuriance, in some parts of the island.

The small group of Europeans who have the administration of the 400-square-mile clove island on their hands have reason to regret that the island has but a single interest. When the "clove-fever" raises temperatures about July, everyone downs tools or emerges from hibernation and begins frantically to strip the laden trees of their rich harvest of oil-yielding flower-buds. No labor is available for anything else—or, if it is, only at ridiculously inflated rates.

Roads are left to their own devices, and only six men were available to put the finishing touches to the new tarmac airstrip which has just come into service at Chake-Chake, the island's small commercial center.

Those few whose lives are not focused entirely on cloves just have to wait until the end of the harvest, and then take up the threads again.

According to one authority, Pemba will not be impoverished by the price

decline. It is considered that the present figure of just over 200s. per 100 pounds is a more logical and quite a fair price.

But a taxi-driver on the island—himself a shamba-owner and an authority on cloves—says the island has had a bad break.

### Pay what you want

Grocer Pat Ryan, Grand Rapids, Mich., posted a wholesale invoice showing what he pays for coffee, and this sign: "This coffee cost me a dollar. Pay whatever you think I should make a pound."

"Some people pay just a dollar," Ryan says, "but others have paid from \$1.05 all the way to \$1.20. Sales continue to go

from bad to worse in volume, though."

Ryan intends to leave the sign up until the price of coffee breaks.

### "Wash break" instead of "coffee break" is suggested by Linen Supply Association

Other industries seem to drool with envy at the place which the "coffee break" has in American life. They'd like to win some of it for their own products.

An unexpected source of competition is the Linen Supply Association of America, which suggests a "wash break" instead of a "coffee break".

"Go wash your face," says Paul Herr, representative of the towel suppliers. "Dry briskly with a cotton towel. You'll immediately feel refreshed."

CABLE ADDRESS: BERLAGE • NEW YORK

## IMPORTERS & COMMISSION AGENTS OF SPICES, RAW MATERIALS AND ESSENTIAL OILS



**J. BERLAGE COMPANY, INC.**  
**11 EAST 44th STREET**  
**NEW YORK 17, N. Y.**  
**MURRAY HILL 2-8530**



## CSA greets ASTA as "older brother"

(Continued from page 69)

we in the trade can travel, at least in spirit, all over the globe, following the routes taken by our ancestors in their sailing vessels.

I might, too, give you just a small example of our attempt to better the standards of the spices in which we deal.

Right now, under our Pure Food Laws, pepper is described merely as "the dried berry of the pepper tree", but, as a result of our efforts, the definition in the Pure Food Laws now being revised will be much more specific, stating that it must be the berry of the *Piper Nigrum L.*, and detailing its chemical composition.

The average housewife would feel, perhaps, that such a revision of definition would mean little to her. But we in the trade know how wrong such an opinion is. Any laxity which we permit in the standards of our products cannot help, in the long run, but be reflected in the purchasing habits of those who buy spices.

Being a young organization, and still feeling our way about, so to speak, we have as yet limited ourselves in membership. To date, only those dealing directly in spices, culinary extracts, baking powder, prepared mustard and peanut butter, either as importers or grinders, or both, are permitted to membership. So far no one less closely allied with the trade has been invited to join our association.

So far, we have met our problems with varied success. One of our unsuccessful efforts has been to have the ten per cent sales tax now charged removed.

We feel though, and I am sure you do, too, that it is only by concerted effort that these problems can be met and solved. One of the most immediate problems is the decline in the price of some spices, particularly peppers.

We can't do much about the falling price, but we can, by working together, improve our products, their packaging and their distribution, to lessen the demand for imitations.

We appreciate, and we benefit from, the public relations campaign you have been waging so successfully in the United States. Though we are a much smaller organization, and our campaign is consequently limited, we cannot help but feel that good results can come only if

each does his utmost to add to the betterment of the trade as a whole.

Along these lines, it might be worthwhile considering a joint annual meeting, perhaps next year or the year after. We have many common problems which we could discuss, benefiting from the different approach members from both countries take in facing these problems.

## building spice markets through coordinated research and publicity

(Continued from page 55)

At that point the other member of the team was called into the play. Publicity took over to tell our story. The initial reception to our low sodium story in the nation's press, magazines, radio and television was tremendous. Hundreds of clippings poured in, national news services, carried the word to all parts of the country. And perhaps the most significant fact is that now, two years later, stories on the low sodium content of spices are still appearing regularly. We had done something that was valuable and we had the means to tell about it. Our team was in action.

At present we have several different research projects in various stages of work. We have had initial reports on some of them, and where possible we have been telling about them. Gradually, we are literally opening new horizons for our business both in bulk and consumer phases.

This program of increasing the use of spices through our coordinated research and publicity is one of the largest projects yet undertaken by our 47 year old association, and yet, in my opinion, it offers the widest possible opportunities for development of the spice trade.

## Mexico has upped coffee yield per acre: Grahame

Improved coffee cultivation methods in Mexico has increased annual production to around 1,840,000 bags of 60 kilo's each, from the previous 1,280,000 bags, according to a survey made by the National Coffee Planters Union (Union Nacional Agricola de Cafetaleros).

The higher yield averages a seasonal output of 460.20 kilos per hectare. The former average yield per hectare was 322.14 kilos.


Production during the 1952-53 season was 1,482,556 bags, the Union announced, and in the 1950-51 season, 1,143,385 bags.

Exports during the 1952-53 season hit a new high of 1,225,835 bags.

THE WORLD'S BEST

# SUNFIRST

PAPRIKA





# San Francisco Samplings

By MARK M. HALL

■ ■ There is decided confusion along coffee row about the market, but all seem to think that the statistical position is still the same, and that prices will remain strong.

Buying on these levels so as to insure a profit is difficult for the importer.

High prices leave the average roaster with nothing else to do but buy for current needs only, and regardless of the market price. This does not prevent smart buyers looking for the breaks, and one did come last month when Colombians slid off as much as 12 cents, and Brazils were one day 85 cents and the next 90 cents. There was a lot of buying, but most of the boys said they did not buy enough. Part of that, of course, is hind thought.

Coffee coming in through the Port of San Francisco is running about 10,237 tons ahead of last year for the first three months of the year. This is in keeping with comment to the effect that larger roasters are fairly well stocked ahead, looking for a squeeze in August and September until the milds come in. Through the summer, things are expected to have the usual quiet tone. Grocers are pretty well stocked with lower priced coffee, and are selling below replacement value. At the present writing, coffee can be bought retail for \$1.06 and the wholesale price is \$1.24.

The real story will not be known until consumers run out of coffee bought ahead of needs. This applies to retailers and wholesalers as well. Big roasters say business is not too bad, or better expressed, volume so far is holding up well, but there again the

effect of \$1.30 or more coffee to the consumer is not known.

Surveys indicate that consumer buying is down. At least, all are welcome to an opinion, but it takes some pretty hard thinking to buy the article nowadays.

■ ■ Victor W. Howard, new president of the firm of Geo. W. Reed & Co., has opened offices at 210 California Street. He will continue to handle coffee and maintain all his contacts up and down the Coast, where he has been well known in the trade for many years. Vic recently severed his connections with W. L. McClintock Co. to enter into his new venture. Prior to that he was with Hard and Rand, and originally was with Hind-Rolph & Co.

Vic Howard trailed Jack Schimelpfenig, of S. L. Jones, into the newly made-over building on the corner of California and Front Streets in which Ed Howatt, of Cambron, has been installed for many years. It might have been the brand new Philippine mahogany paneling that did the trick, or just that gregarious instinct of green men to congregate near the corner of California and Front Streets . . . plus a desire to comfort each other during these hectic days in the coffee market.

■ ■ The Pan American Society of San Francisco culminated a week of festivities with a ball at the Fairmont Hotel. In the gathering was a representative group of coffee and steamship men.

At one meeting, during the previous week, the governor, the mayor, the ambassador of Peru and all Latin American consuls, assembled at the City Hall. A leading band furnished music and lunch was served.

■ ■ Last month, on a Sunday, Ernie Shaw, Oswald Granicher and Stanley

Gleason presented the story of coffee on TV Channel KRON, the Chamber of Commerce's Golden Gateway program. The title of the show was "Coffee, Queen of Imports."

■ ■ S. H. Tyler & Son, pioneer spice firm, and the American Trust Co., bankers for many coffee houses, were among pioneer local firms which received gold-lettered certificates from the Chamber of Commerce in honor of 100 years of constructive service to the city and county of San Francisco.

■ ■ Richard Clarke, former advertising manager of Ben Hur, was recently transferred to San Francisco to act as merchandising director of the A. Schilling division of McCormick & Co., Inc. Clarke is well known in the business world for his work in advertising and merchandising.

■ ■ Edward J. Vinnicombe, Jr., director of the tea department of McCormick & Co., Inc., Baltimore, recently visited the Ben Hur division of his company, as well as the Schilling unit in this city. While in San Francisco, he made an appearance on Evangeline Baker's TV show, "Let's Go Shopping."

■ ■ Bert Balart and Bill Morton were recent visitors to San Francisco.

■ ■ Lee Elliot, of the Defiance Tea & Coffee Co., Portland; John Mack, of the E. B. Ackerman Co., Los Angeles, and Royal Frew, of the Wason Bros. Co., Seattle, were in this city last month for a meeting of the nominating committee of P.C.C.A. While here, they looked up some of the boys in the coffee trade.

■ ■ The April 30th meet of the San Francisco Coffee Club at the Olympic Club, Lakeside, was considered a warm-up meet for the PCCA convention, which follows in May. However, they did find time to do honor to the founding fathers of the S.F.C.C. The list contains the names of some of the most distinguished members of the coffee fraternity. Besides honoring the founders the meeting took time to play

(Continued on page 79)

## E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.

## THE G. S. HALY CO.

383 Brannan St. San Francisco, Calif.

TEAS

Import Agents — Brokers

## JOSEPH G. HOOPER JR., CO.

203 California St.

San Francisco

MILDS — BRAZILS

## WELDON H. EMIGH CO., INC.

BRAZILS — MILDS

150 California St., San Francisco 11

## VICTOR W. HOWARD

announces opening

GEO. W. REED & CO., INC.

210 California St., San Francisco 11, Calif.

Brazils — Milds

# New York News

■ ■ Almost a convention in miniature was the reception to the trade tendered last month by the board of directors of the Pan-American Coffee Bureau.

Representatives of the 11 member countries were in New York City for the annual meeting of PACB's board.

Just about everybody who is anybody in the industry came up to the Bureau's headquarters at 120 Wall Street to say hello to the producer representatives.

■ ■ Just so the picture is clear, it's not only the golf clubs that should be dusted off for the annual outing of the local trade.

Some freshening up of softball gloves—and shoulder muscles—would also be in order. Softball will be on the agenda, too, as usual.

The place will again be the Hackensack Golf Club, Oradell, N. J. The date is Tuesday, June 22nd.

Durand Fletcher, who arranged for the Hackensack Golf Club to be available for the outing, is chairman of the event.

Assisting him are the two Sasseens—Robert and George—Jim Sullivan, Jim Norton and Fred Kohn.

■ ■ Some of that high roast we've been hearing so much about lately almost came too true for H. Mills Moonney & Son, Inc., trade roasters on Fulton Street.

Fire in an overheated roaster caused smoke which drove 15 employees to

the street, according to a report. But only a few pounds of coffee were destroyed, and the damage was slight otherwise.

■ ■ Gene Laughery, manager of The Coffee Brewing Institute, made a trek to Washington, D. C., last month to call on Army, Navy, Air Force and VA people to familiarize the food and procurement divisions of these services with the aims and work of the Institute.

Gene reports that each of the services was keenly interested in CBI's program, particularly the part relating to the training of personnel.

Each wanted CBI literature on coffee brewing, as well as other educational material.

■ ■ Horacio Cintra-Leite, president of the Pan-American Coffee Bureau, left New York after PACB's annual board meeting to attend the six-day conference of the Federacion Cafetalera Centro America-Mexico-El Caribe.

FEDECAME's meeting was held in Port-au-Prince, Haiti.

Mr. Leite represented both the Bureau and the Special Commission on Coffee of the Organization of American States. He served as an observer at the conference.

■ ■ Henry M. Scheffer, vice president of the Anell Trading Corp., headed the coffee division in the Cancer Crusade.

Alwyn N. Fischel, executive vice

president of the A. C. Israel Commodity Co., Inc., was chairman of the cocoa division.

The New York City Cancer Committee was out to raise \$1,549,000 toward the American Cancer Society's national goal of \$20,000,000.

■ ■ Elected to membership in the New York City Green Coffee Association was B. M. T. Corp., 233 Broadway.

This company specializes in Africans, but also handles Haitians and Venezuelans.

In coffee for about seven years, B. M. T. represents leading French and Portuguese coffee shippers.

Handling coffee for the firm are Edgar S. Turner and Raul C. Alveres.

■ ■ E. H. Sennhauser, widely known in the spice industry, is now located at 10 Bridge Street.

He was formerly on Beaver Street. ■ ■ Coffee activities of the Bunge Corp. have been taken over by Bunge Coffee, Inc., at the same address.

■ ■ Cornelius J. Carey, assistant vice president of the Bankers Trust Co., died recently at the age of 52.

He was active in coffee financing, and took part in trade affairs.

■ ■ Frank W. Buxton, of the American Coffee Corp., has been elected vice president of the American Brazilian Association.

■ ■ Albert Ehlers, Inc., is marketing a new Spanish roast coffee in vacuum cans. They call it Cafe Caribe.

Ehlers has been offering exclusive franchises to distributors outside New York City who can sell it to grocery stores catering to the Spanish and Puerto Rican trade.

## W. J. Purcell Company COFFEE

Direct Agent

96 Front St.

New York 5, N. Y.

## JAMES W. PHYFE & CO., INC. Coffee Brokers and Agents

Representing leading shippers of  
Africans—Ethiopians—Belgian Congos

98 Front St., New York 5, N. Y.

Cable Address: Phyfe, N. Y.

## Wm. Hosmer Bennett & Son Coffee Agents and Brokers

100 Front St.  
"Laticlave"

NEW YORK, 5

## Reaud-Geck Corporation Mexican—Santo Domingo—Ecuador Guatemalan—Venezuelan Cuban—Africa Coffees

59 PEARL STREET

NEW YORK

## REAMER, TURNER & CO. COFFEE Brokers and Import Agents

"REATURN"  
104 FRONT ST.

NEW YORK

## Spices: by JOS. K. JANK

Their Botanical Origin—Their Chemical Composition  
Their Commercial Use Price \$3.00

Write to The Spice Mill Book  
Department

106 Water Street

New York 5, N. Y.

Get your **COLOMBIANS**

via

**BALZACBRO**

Shortest Route from Growers

**Balzac Bros. & Company, Inc.**

**O.F. BAYER & Co.**



A. J. O'LOUGHLIN

101 FRONT STREET NEW YORK 5

**GEORGE P. BOTT & CO.**

COFFEE BROKERS AND AGENTS

100 Front St., New York, Tel. BOwling Green 9-1497

Agents for

**SOC. RIO PRETO DE CAFE, LTDA.**  
SANTOS — PARANAGUA

**WALTER B. CARSWELL**

135 FRONT STREET, NEW YORK 5

*Green Coffees*

Tel. HAnover 2-1566

**W. H. LEE COMPANY**

**COFFEE**

COMMISSION

BROKERAGE

Cable Address  
"WILEECOM"

**NEW YORK** 101 FRONT ST.

MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE, INC.

**Edward P. McCauley & Co.**  
**COFFEE**

One Jones Lane

New York 5, N. Y.

Cable Address: CAULCAFE

**J. A. Medina Company**

New York

*Specializing in*

**MEXICAN-CENTRAL AMERICAN  
COFFEES**

Established 1880

**A. L. RANSOHOFF Co., Inc.**

*Coffee*

**NEW YORK**

Cable Address  
"RANWILLIG"

108 Front Street

**CHARLES F. SLOVER & Co., Inc.**

*Coffee*

**NEW YORK**

TEL.: WHITEHALL 4-8182

109 FRONT STREET

**WESSEL, DUVAL & CO., Inc.**

*Established 1825*

EXPORT  IMPORT

**Coffee and Cocoa**

CABLE ADDRESS  
HEMENWAY, NEW YORK

87 BROAD STREET, NEW YORK 4, N.Y.



# New Orleans Notes

By W. McKENNON

■ ■ David A. Kattan was the luncheon speaker at the recent Institute on Foreign Transportation and Port Operations at Tulane University. The Institute is an annual event, attended this year by over 100 executives in industries engaged in foreign trade all over the nation.

Mr. Kattan emphasized that speed in shipping and proper handling are of the utmost importance. He spoke on "Transportation Problems of the Exporter and Importer."

■ ■ Warren J. Bennett was honored here on his retirement from active service with the United Fruit Co. after 50 years service. Mr. Bennett began working as a messenger boy for United Fruit when he was 15 years old. He was assistant manager of the southern domestic division at the time of his retirement. J. A. Marquette, assistant to the company's vice president, presented a plaque, a scroll and a television set to Mr. Bennett.

■ ■ Mr. and Mrs. Ray Lowry and family visited in New Orleans recently. Mrs. Lowry is the daughter of Fred Whipple, manager of the coffee department of the Producers' Grocery Co.

■ ■ Sam Israel, Jr., of Leon Israel and Bros., Inc., addressing the New Orleans Lions Club, warned that a three billion dollar export market could be lost if Americans cut the dollar volume of their coffee purchases too sharply.

He pointed out that "coffee money" enables Latin America to purchase goods from this country. The Lion's Club meeting was a luncheon at the Roosevelt Hotel.

■ ■ E. J. Capper, Sr., received a cash award in honor of his 50 year's service with the New Orleans Import Co. Mr. Capper joined the firm on March 25th, 1904, and is at present foreman and superintendent. Ceremonies were held to mark the event.

■ ■ Theodore Brent was honored when a memorial bust was unveiled in the lobby of the International Trade Mart by Rudolph Hecht, executive of the Mississippi Shipping Co.

Mr. Hecht announced the creation of the Theodore Brent award, which will be presented annually to a distinguished Latin American who has made substantial contributions to better understanding and relationships between the people of the Western Hemispheres.

Mr. Hecht said the award will be made on March 30th every year, the anniversary of Mr. Brent's birthday. The award, to be either a cup or plaque will be made by the Mississippi Shipping Co., with the recipient being selected by the officers of International House.

Mr. Hecht was introduced by William G. Zetzmann, who succeeded Mr. Brent as president of the Trade Mart.

■ ■ F. Meidner of Old East Asiatic Trading Co., Usumbura, Belgian Congo, was a visitor in New Orleans recently.

■ ■ The Standard Fruit and Steamship Corp. has announced the appointment of Salvador D'Antonio as honorary chairman of the board and the re-election of Dr. Joseph S. D'Antoni to the presidency, as well as his appointment to the chairmanship of the board, where he succeeds Donald U. Bathrick. Others elected were: Felix Vaccaro, vice president; W. A. Blackmon, vice president; Marion J. Green, secretary; Harold Rolfes, treasurer; Walter Brown, comptroller, and E. E. Daly, assistant secretary and assistant treasurer.

■ ■ Mr. and Mrs. Isidore Reisfeld spent some time in New Orleans during March. Mr. Reisfeld made his headquarters at the office of J. Aron & Co., Inc., whom he represents in St. Louis and other Mid-western markets.

■ ■ Robert McGarvey, of the McGarvey Coffee Co., Minneapolis, with Mrs. Mc

Garvey and their family, returned to their home city after a trip on business and pleasure to New Orleans.

■ ■ Floyd Pool, of the Spray Coffee and Spice Co., Denver, was on a business trip through New Orleans.

■ ■ Fred Fagot, vice president and general sales manager of the Lord Howe Coffee Co., was luncheon speaker before the Kiwanis Club at the St. Charles Hotel. Mr. Fagot discussed the likelihood that coffee prices will remain high for the next three years, and enlarged on the frost damage in Brazil as a factor.

He pointed out that coffee is still an inexpensive beverage here, when we consider its cost in Europe is about \$3.00 per pound.

Mr. Fagot also appeared on WJMR-TV in a talk on coffee prices.

■ ■ Barbara Ann Pursell of the offices of C. H. D'Antonio & Co., was married to Edward J. Chauvin, Jr., at St. Stevens Church.

After a honeymoon trip, the young couple returned to New Orleans, where they will make their home.

■ ■ David Kattan was guest speaker at the Gulfport Propeller Club last month. He addressed the group on problems of foreign trade.

■ ■ One pound of French Market coffee was advertised free with the purchase of \$11.95 worth of felt base rugs at Factory Outlet Linoleum Floor Covering Co. here.

■ ■ Two fellowships at Princeton University for advanced work in the department of aeronautical engineering have been established in memory of the John Morris Legendre by an anonymous friend. Mr. Legendre was a 1925 graduate of Princeton and a partner in Legendre Bros., Inc., coffee company here.

■ ■ Among committee chairmen approved at the regular monthly meeting of the board of directors of the N. O. Board of Trade, Ltd., are: H. X. Kelly, chairman and W. C. Englisbee, vice chairman, Advisory Council of Past Presidents; J. J. Cummings, Jr., chair-

**W. D. ROUSSEL & CO., INC.**

**GREEN COFFEE**

Agents for  
**HARD & RAND, INC.**

422 Gravier Street, New Orleans, Louisiana

**C. H. D'ANTONIO & CO.**

**Coffee**

**BROKERS • AGENTS**  
203 Board of Trade Annex, New Orleans, La.



**EXTRA CHOICE**

**PRODUCTS**

**HONDURAS WASHED COFFEES**  
**HONDURAS UNWASHED COFFEES**  
**DAVID A. KATTAN**

**COFFEE IMPORTERS**

502 Natchez St. New Orleans 12, La. Tel: CANal 5745

Learning the technique of coffee roasting is  
easy with a copy of The Coffee Man's Manual  
**\$2.50**

Write to THE SPICE MILL BOOK DEPARTMENT.  
106 Water Street New York 5, New York



man and M. J. Ruth, vice chairman, Coffee Committee; G. P. Gaiennie, chairman and W. J. Ganucheau, Jr., vice chairman, Charter and By-Laws Committee; J. E. Farrell, chairman and A. C. Ricks, vice chairman, Information and Statistics Committee; A. G. Peyrefitte, chairman and E. T. Colton, vice chairman, Supervisory Committee; A. G. Peyrefitte, chairman and S. A. Palmisano, vice chairman, Weighers Supervision Committee; Kent Satterlee, chairman and L. I. Bourgeois, vice chairman and J. W. Gehrkin, vice chairman, Membership Development and Entertainment Committee; W. W. Krieger, chairman and C. J. Lafaye, vice chairman, Floor Committee; and T. J. Conroy, chairman, Port Rules, Customs and Abuses Committee.

## St. Louis

By LEE J. NOLTE

■ ■ At the last regular meeting of the St. Louis Coffee Club, vice president Leon Stormes presided.

After the regular order of business, the golf committee reported that dates have been established for our golf parties, May 18th and July 13th, and both will be played at the Norwood Country Club. The final game will be September 7th, and it also will be played over Norwood Country Club course.

We are looking forward to a good turnout at all of the games.

■ ■ Trevor Arkell, has incorporated as Trevor Arkell, Ltd., with offices at 1030 Hamilton Street, Vancouver. Previously, he had been managing director of a large coffee roaster operations in Vancouver, directing buying, production and sales promotion.

## Vancouver

By R. J. FRITH

■ ■ Coffee quotations here continue to keep in step with those in the States. There was no special excitement created by what seemed to be a steadily rising market.

But teas were coming in for more attention. Actually, in this Western Canadian market, tea prices are not considered high. During the war, good teas readily sold at the retail level for \$1.20 and \$1.25 per pound. Very good quality teas, popular blends of best Ceylons and Indians, are selling at around the dollar mark in chain stores. Some tea men expressed the opinion that an advance, or at least a total of a series of small advances, would aggregate a further mark-up of 25 cents. So we may have \$1.50 tea in Vancouver, yet.

■ ■ K. V. Bernard, for some time with the Winnipeg offices of Western Grocers Ltd., has moved to Vancouver where he assumes an important executive position with the W. H. Malkin Co., Ltd.

■ ■ R. J. E. Whitworth, of Harrisons Crosfield, Ltd., Calcutta, was in Vancouver, calling on the tea trade. He is stopping in England, on his way back to the big Indian city.

■ ■ Lyman Trumbull of J. L. Trumbull Ltd., wholesale teas, Vancouver, was enjoying a mid-winter vacation at Palm Springs, Calif., before returning north.

■ ■ Gerald Tilly, of Colombo, Ceylon, representing the Colombo Commercial Co., Ltd., spent some time in Vancouver on his recent trip to the Pacific Coast. While here, he called at the Tea Bureau, of which W. G. Jeffrey is manager, and visited tea blenders on both sides of the international boundary.

■ ■ Both teas and coffees can be sold over the telephone to Vancouver blenders and roasters who know their callers.

## Southern California

By VICTOR J. CAIN

■ ■ Andrew S. Moseley, president of Breakfast Club Coffee, Inc. recently returned from New Orleans, where he attended a special meeting of the directors of the National Coffee Association.

■ ■ The Southern Division of the Pacific Coast Coffee Association held a meeting at the Jonathan Club, Los Angeles. Bill Waldschmidt, vice president of the Pacific Coast Coffee Association called the meeting to better acquaint the coffee men, both green and roasters, with the actual conditions in Brazil as he saw them on his recent visit to that country.

Bill made the journey to attend the World Coffee Congress, and was very fortunate, indeed, in getting some good colored movies of plantations in the Parana area, which showed to a great degree the destruction due to the frost which hit Brazil last July.

It was a most interesting meeting, and well attended by the local coffee men.

Charlie Nonenmacher, a director of PCCA, made a report on meetings conducted in San Francisco on the bylaws of the Association.

■ ■ Moore-McCormack Lines, Inc., recently announced the acquisition of the American Mail Line, to add another route to their expanding steamship services.

■ ■ Mill Morton, of W. J. Morton, Inc., made another one of his many trips to San Francisco to call on the coffee trade in that area.

■ ■ John E. Mack, of the E. B. Ackerman Co., Inc., returned from Guatemala City to find his father-in-law in a critical condition from which he never recovered. He passed away within a few days. The coffee trade expresses sympathies to Mr. Mack.

## San Francisco

(Continued from page 75)

golf, serve a diner and swap a few yarns.

■ ■ Spice Islands moved last month into their new building in South San Francisco. Bert Van Cleve was recently made sales manager of the company. He has had a long experience in sales work in the food line. Some of his past connections were the La-Mirada Olive Co., where he acted as sales manager, the Owens-Illinois Glass Co., and the Olive Advisory Board.

■ ■ Mr. and Mrs. James DeArmond left last month for Paris and a tour of the continent. It is expected that they will return some time during July.

■ ■ Stanley Evans, of the Port of San Francisco Harbor Board, informs us that March imports of coffee totaled 18,194 tons as against 20,655 for March, 1953. Imports in January, 1953 were 7,737 tons, and in February, 10,056. In January, 1954, imports were 15,527 tons and in February, 14,974. Totals through March of this year are 48,695 tons, and for the same period in 1953 were 38,458 tons.

■ ■ These columns are reporting rather tardily the arrival of a prospective member of the firm of the G. S. Haly Co. at the Ed Spillane home last December. It is a little early for the young fellow to begin his apprenticeship, but Ed declares he has plenty of personality and always wears a smile . . . like his dad no doubt. Michael J., according to Ed, is a good taster, and like a tea expert, drools when he is through.

■ ■ J. Aron, Sr., head of J. Aron & Co., Inc., was a visitor to San Francisco last month. He was on his way back to New York after a round-the-world trip.

■ ■ The Western States Tea Association met at Gino's last month and had as its guest speaker Robert Taylor, V.P. of the American Trust Co. He gave a very interesting outline of the nature of foreign trade, how necessary it is to the continued prosperity of the country, and emphasized the fact that it must be two way. If we want to sell, we must also buy from foreign countries. President John Siegfried presided.

■ ■ Here is an example of devotion to duty. Ralph J. A. Stern, a director of the American Spice Trade Association, made seven flying trips to New York during the past year to attend board and committee meetings.

■ ■ Gordon Black, formerly purchasing manager of Crescent Manufacturing Co., Seattle, is now a member of the McClinck-Stern Co., in this city.

■ ■ Coffee imports through the Port of San Francisco were 14,974 tons in February of this year, as against 10,066 for the same month last year. In January, imports were 15,527 tons, in January, 1952, they were 7,737 tons.

It would seem that there are fair stocks in the hands of roasters, wholesalers and retailers, and green men believe that business will be dull for the next few months.

■ ■ Ed Howatt, of the C. G. Cambron Co., said that the Kona crop was larger than usual and was about cleaned up. The quality was good.

# CLASSIFIED ADVERTISEMENTS

# UNION

Rebuilt  
Machinery

Established 1912

## MODERN REBUILT AND GUARANTEED EQUIPMENT At Great Savings

Resina LC, Capem ISF Capper.  
Burns 1500 lb. Green Coffee Blender.  
Burns 6 and 7 Roasters.  
Bauer 2 bag Radiant Roaster.  
Jabez Burns No. 25, 4000 lb. Granulator.  
Jabez Burns coal or oil-fired Roasters.  
Jabez Burns No. 35 Coffee Roaster.  
Burns 2 and 4 bag Jubilee Roasters.  
Day Dry Powder Mixers, 100, 200, 400,  
600, 1,500 and 10,000 lbs. cap.  
S. & S. Models A and B Transwraps.  
Pony ML, World and Ermold Rotary and  
Straightaway Automatic Labelers.  
Pneumatic Automatic Cartoning Line.  
S. & S. G1, G2, HG88 Auger Fillers.  
Whiz Packer and Triangle Fillers.  
Triangle Semi-Auto. Carton Sealer.  
Amsco, Doughboy Rotary Bag Heat  
Sealers.  
Hayssen, Scandia, Miller and Package  
Machy. CA2, FA2, Wrappers.

This Is Only A Partial List  
**OVER 5000 MACHINES IN STOCK**  
Tell Us Your Requirements

**UNION STANDARD EQUIPMENT CO**  
318-322 Lafayette St. New York 12, N. Y.

**FOR SALE:** 1—Pneumatic Scale 60/min.  
Packaging Unit. 2—Jabez Burns 4-bag  
Coffee Roaster, complete with blowers, ex-  
hausters, cooling trucks; Standard Knapp  
Auto Gluer-Sealer & Comp. belt; 1—Model  
A & 1 Model B Transwraps; 2—6" Bright-  
wood Box Machines, m.d.; Roball Sifters;  
Mikro Pulverizers; Mixers up to 7,000 lbs.  
Partial listing. What have you for sale?  
**CONSOLIDATED PRODUCTS CO., INC.** 16-  
19 Park Row, New York 38, Barclay 7-  
0600.

**FOR SALE**—Pneumatic pouch type tea ball  
machines in perfect running condition. Can  
be seen at our plant any time. \$2500.00  
each. Eppens, Smith Company, Inc., Borden  
Avenue & 21st Street, Long Island City.

**FOR SALE** — Four #14 Burns Compact  
Mills with motors. One Consolidated twelve  
head weigher for 1 lb. cans. Two Beach  
Russ #250 vacuum pumps for 1 lb. cans,  
with motors. Four Exact Weight Scales.  
Arnold & Aborn Inc., 720 W. Edgar Road,  
Linden, N. J.

### WANTED

**MIDWEST SPICE FIRM**  
Well-financed company with ample produc-  
tion facilities plans expansion. Wants a  
qualified spice merchandiser to head up de-  
partment. Splendid opportunity for aggres-  
sive young executive with background in  
spice production and sales. Salary open and  
depending upon ability. Write full details  
to Box 148, c/o Coffee and Tea Industries.

**WANTED:** Packaging Line, Labeler, Cap-  
per, and Mixer. Address Box 147, care of  
Coffee and Tea Industries.

# Index to Advertisers

	Page		Page
American Coffee Corp. ....	17	Joensson & Cross, Inc. ....	63
American Duplex Co. ....	19	Johnson & Co., E. A. ....	75
Angel & Co., Inc., H. Reeve ....	26	Junta de Exportacao do Cafe Colonial ....	4
Argentine State Line ....	34	Kattan, David A. ....	78
Atlantic Coffee Bag Co., Inc. ....	23	Kerr S.S. Co., Inc. ....	72
Balzac Bros. & Co., Inc. ....	77	Lara & Sons, Inc., Leonidas ....	6
Bayer & Co., O. F. ....	77	Lee Company, W. H. ....	77
Bendiks, Inc., H. L. C. ....	19	Lloyd Brasileiro ....	33
Bennett & Son, Wm. Hosmer ....	76	Mackey & Co., C. A. ....	18
Berlage Co., Inc., J. ....	73	Malzoni & Cia, Ltd. ....	37
Bickford & Co., C. E. ....	Cover	Manhattan Milling & Drying Co. ....	71
Bott, George P. & Co. ....	77	McCauley & Co., Edw. P. ....	77
Bowen Engineering, Inc. ....	28	McCormick & Co. ....	65
Brazilian Coffee Institute ....	7	Medina Co., J. A. ....	77
Brookhattan Trucking Co., Inc. ....	38	Mississippi Shipping Co., Inc. ....	32
Burns & Sons, Inc., Jabez ....	5	Moore-McCormack Lines, Inc. ....	30
Byrne, Delay & Co. ....	21	Muller & Co., E. B. ....	25
Carolina Pepper Association ....	59	National Federation Coffee Growers of Colombia ....	Cover
Carswell, Walter B. ....	77	Neugass & Co., Inc., L. ....	22
Carter, Macy Company, Inc. ....	40	Nopal Line ....	36
Classified Advertisements ....	84	Ortega and Emigh, Inc. ....	37
Compania Salvadorena de Cafe ....	24	Otis McAllister ....	Cover
Continental Can Co. ....	8	Phyfe & Co., James W. ....	76
Dammann & Co., Inc. ....	54	Pope & Talbot Lines ....	33
D'Antonio & Co., C. H. ....	78	Purcell Co., W. J. ....	76
Dunn, Arthur G. ....	65	Purity Spice & Seed Mills, Inc., ....	69
Durkee Famous Foods ....	69	Ransohoff Co., Inc., A. L. ....	77
East Asiatic Co., The ....	Cover	R. C. Can Co. ....	2
Eastern Tea Corp. ....	49	Reamer, Turner & Co. ....	76
Emigh Co., Inc., Weldon H. ....	75	Reaud-Geck Corp. ....	76
Enterprise Aluminum Co. ....	26	Reed & Co., Inc., Geo. W. ....	75
Fairchild & Bolte ....	25	Roussel & Co., W. D. ....	78
Farrell Lines ....	70	Ruffner, McDowell & Burch, Inc. ....	12
Federacion Cafetalera Centro- America-Mexico, El Caribe ....	18	Schonbrunn & Co., Inc., S. A. ....	21
Gentry Division ....	67	Schutz-O'Neill Co. ....	72
Grace Line ....	36	Slover & Co., Inc., Charles F. ....	77
Grace & Co., W. R. ....	20	Sol Cafe ....	15
Greeting Pages ....	60, 61	Standard Brands, Inc. ....	23
Gulf & S. A. S.S. Co. ....	35	Sterwin Chemicals, Inc. ....	54
Gump Co., B. F. ....	1	Stockard & Co., Inc., ....	38
Haitian Coffee ....	17	Sunfirst Paprika ....	74
Hall & Loudon ....	50	Tea Council ....	43
Haly Co., The G. S. ....	75	Thomson, Inc., Henry P. ....	44
Hansen, Walter R. ....	80	Thurston & Braidich ....	71
Harrison Co., The ....	29	Union Bag & Paper Corp. ....	3
Hill-Shaw Co. ....	27	United Fruit Company ....	35
Hooper Jr., Co., Joseph G. ....	75	Volkart Brothers Co. ....	70
Ireland Inc., B. C. ....	71	Wessel, Duval & Co., Inc. ....	77
Irving Trust Co., ....	56	Wilhelm & Co., Inc., R. C. ....	26
Irwin-Harrisons-Whitney, Inc. ....	47		
Isthmian S.S. Co. ....	67		
Japan Tea ....	48		

## The Price of Restaurant Coffee

The open letter, "The Price of  
Restaurant Coffee" could help your  
restaurant customers work out a po-  
sitive coffee policy, one based on fact,  
during the current crisis. Sample  
letter and details available upon re-  
quest.

**Coffee & Tea Industries**  
(formerly The Spice Mill)  
106 Water St., New York 5, N. Y.

## BETTER COFFEE

can be made in  
**Clean Equipment**

Write for a sample  
package of

## COFFEE URN CLEANER

**WALTER R. HANSEN**  
P.O. Box 91, Elgin, Illinois



The marvels of modern electronic science play a vital role in providing roasters with better coffee. Through an electronic selection process, Otis, McAllister & Co., world's largest distributor of green coffee checks up on Mother Nature to assure higher quality and uniformity.

A magic photoelectric eye must approve every green bean received by Otis in New Orleans and New York Free Trade Zones. This critical eye rejects any bean not conforming to a specific color, a mark of its superior quality.

This "check-up" of Mother Nature is another improvement in the *control of quality* pioneered by Otis. Through this electric sorting operation and other processing, coffee roasters are now receiving "Roaster Ready", Custom-Built coffee which sets a new standard of quality, purity and uniformity. It means more and more cups of good coffee *every time*.

### *Producers of*

**Don Carlos Medellins • Otis Armenias •  
Carmencita Manizales • Rollo Bucks • Otis  
Mexicans • Central Americans • Venezuelans  
• Africans and those Team-Mates of Quality  
Genuine Custom-Built Vintage Bourbons**



## **OTIS McALLISTER**

Established 1892

310 Sansome St.  
SAN FRANCISCO 4

837 Traction Ave.  
LOS ANGELES 13

1 Main Street  
HOUSTON

510 N. Dearborn St.  
CHICAGO 10

129 Front St.  
NEW YORK 5

216 S 7th Street  
ST LOUIS 2

321 International Trade Mart  
NEW ORLEANS 12

228 King St., East  
TORONTO 2

Pier 59  
SEATTLE

MEMBER OF **NCA**





*Importers of  
Green Coffee*